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ABSTRACT

The television viewing habits of television students enrolled in a psychology course or an anthropology course were studied by means of a TV viewing log. In addition to the log, a demographic questionnaire was also filled out. This report is comprised of the data collected during the study, which is presented in 69 tables. Six appendixes provide: Viewing Log, Letter of Invitation; Letter Accompanying First Viewing Log; Letter Accompanying Second Viewing Log; Viewing Log Instructions (Accompanying Both Viewing Logs); Demographics Form Accompanying First Viewing Log; and Sample Page from Seven-Page Viewing Log. (DB)

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KOCE-TV

NEEDS-ASSESSMENT SURVEYS

TELEVISION STUDENTS' TV VIEWING LOG REPORT

FALL, 1973-74 SPRING, 1973-74

OFFICE OF INSTITUTIONAL RESEARCH

OCTOBER, 1974

JC 740 441

● ORANGE COAST COLLEGE
COSTA MESA

● GOLDEN WEST COLLEGE
HUNTINGTON BEACH

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PREFACE

This report describes the proceedings and restuls of one portion of a research project funded by the Corporation for Public Broadcasting to determine the educational and public service needs of the service area of KOCE-TV, a public UHF station owned and operated by the Coast Community College District. This report describes television viewing behavior of students enrolled in television courses offered by the Coast Community College District.

We wish to express our gratitude to our close friend, Richard W. Brightman, for his research design and his editorial help. Particular thanks are also due to Jean Dudley for her assistance in sorting and classifying the data. Finally, to Chris Yanick, who typed and assembled this report, we are much indebted.

For additional information about the project, write to the Coast Community College District, 1370 Adams Avenue, Costa Mesa, California, 92626.

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Summary of Findings

A sample of 93 households of television students enrolled in the psychology course, *As Man Behaves*, *History of Art*, and *The Great Consumer Contest* during the fall, 1973-74 semester provided information on their television viewing habits. All households maintained a TV viewing log for two week-long periods during the semester. Each of the first week logs included a demographic questionnaire to be filled out by the student participating--along with his family--in the project.

During the spring, 1973-74 semester, this procedure was repeated. A sample of 114 households of television students enrolled in the anthropology course, *Dimensions in Cultures*, *Freehand Sketching*, *Physical Geography*, and *Family Risk Management* agreed to furnish information through maintenance of a viewing log. Ninety-two households completed both weeks of the log.

A demographic profile of the sample TV student households for both fall and spring semesters during the 1973-74 academic year shows the following:

1. Over two-thirds of the sample households during both semesters had more than one television set. Eight of every ten households in the fall sample could receive KOCE; more than nine in ten could during the spring.

2. Households of fall psychology and art students averaged 3.6 persons; those of consumer economics, 3.0 persons. Households of spring anthropology and geography students also averaged 3.6 persons; those of sketching and *Family Risk Management* students averaged 4.0 and 4.3 persons respectively. Spring sample households, overall, were larger than those participating the previous semester: 3.9 persons per household versus 3.5

3. During both semesters, the percentage of adult men to adult women remained virtually the same. In overall family composition, adults constituted nearly two-thirds of the households; of those under the age of eighteen, one in three were teenagers and the remainder twelve and under.

4. The percentage of adults in the sample households who were over the age of forty increased during the spring semester: 38.9 percent compared with 31.5 percent the preceding semester.

5. Nearly half the *men of the household* held jobs of a professional or managerial nature during both semesters. More than eight in every ten men indicated they worked forty or more hours per week. Thirteen percent of the *women of the household* categorized their jobs as professional or managerial. During the fall semester, one in every ten women indicated she worked forty or more hours a week; this figure rose to nearly one in three during spring. Fifty-two percent of all female heads of households identified themselves as housewives, whereas only 38 percent did so from the spring semester sampling.

Analysis of data on fall sample TV student households' viewing behavior provided the following information:

1. Quantitative comparisons

Households of psychology and art students watched virtually the same number of programs during the first week of viewing log maintenance: an average of 52.1 and 50.5 programs per household respectively. Those of consumer economics students watched fewer programs during the first week: an average of 40 programs per household. During the second week, program mentions fell 36 percent in households of psychology students and 28 percent in those of art students. Program mentions in consumer economic student households increased fractionally (.6 percent) the second week of viewing log maintenance.

Households of consumer economics students completed viewing 91.7 percent of all programs watched during the first week. During the second week, the overall viewing completion rate for this sampling fell to 87.4 percent. The viewing completion rate in psychology student households, which was the lowest of the three household samplings, rose from 76.3 to 86.7 percent the second week of log maintenance. *History of Art* sample households recorded a slight increase in program completions: from 86.1 percent during the first week to 87.9 during the second.

During the first week of the viewing log, households of consumer economics and psychology students averaged the same number of viewers per program: 1.6. The ratio remained the

same during the second week for psychology student households; in those of consumer economics students, it rose to 1.8 persons per program. Sample households of art students averaged the highest ratio of viewers per program: 1.9 during the first week and 2.2 the second.

2. Comparison of viewing behavior: TV courses

Proportionately fewer TV lessons (3.5 percent of all program mentions) were watched in households of psychology students during the first week. During the second week, lesson viewing in proportion to other kinds of programs rose slightly (10.3 percent); but the actual number of lessons watched was less: 39 versus 57 mentions, or, a decrease of 31.5 percent. Lesson viewing in households of both consumer economics and art students was less the second week. In consumer economics student households, mentions of lesson viewing constituted 6.5 percent of all program mentions the first week; the second week they were down 48.4 percent to 3.3 percent of all program mentions. *History of Art* sample households indicated that lesson viewing constituted 6.2 percent of their program selections the first week and 5 percent the second, a decrease of 42 percent.

The only factor of television course viewing toward which all three samplings displayed virtually the same behavior was that of the viewing completion rate: During both weeks, all sample households watched to or near completion more than nine in every ten lessons.

3. Comparison of viewing behavior: all program categories

All households participating in the viewing log indicated that their program preferences are concentrated in the categories of *Comedy/Variety, Drama, Childrens'* programs, *News,* and *Movies.* This continued to be true for both weeks of program recording. When combined, these categories constituted from 61.8 to 75.9 percent of all program mentions the first week and from 57.0 to 75.2 percent the second.

Analysis of data on spring sample television student households' viewing habits provided the following information.

1. Quantitative comparisons

Households of anthropology and sketching students watched virtually the same number of programs during the first week; an average of 50.2 and 50.9 programs per household respectively.

Those of geography students averaged 44.7 programs; *Family Risk Management* sample households averaged 41.1 during the first week. During the second week the sample size of all four household groupings was reduced.* Data from households which completed the second week of the log indicate all sample groupings watched less television--in terms of program mentions. In anthropology student households, program mentions declined by 35 percent; in those of sketching and geography students the decrease was not as great: 14.5 and 9 percent respectively.

Viewing completion rates overall increased during the second week of viewing log maintenance for each of the household groupings. All had a viewing completion rate higher than 90 percent for the first week.

During the first week, households of sketching and anthropology students averaged the same number of viewers per program: 1.7. This ratio increased to 1.8 viewers per program during the second week for both samplings. Geography students averaged 1.5 viewers per program during the first week and 1.7 the second.

2. Comparison of viewing behavior: TV courses

In all household groupings, lesson viewing during the second week was less. Households of anthropology students which maintained the first week's log had a viewing average of 2.2 lessons; those which completed the second week averaged 1.2 lessons, or, a decrease of 45.5 percent. Households of sketching students averaged 2.3 lessons the first week; those which completed the second week viewed 39 percent fewer lessons (1.4 per household). Geography student sample households averaged 2.9 lessons viewed the first week; data for the second week indicate nearly a 45 percent drop to 1.6 lessons per household.

With the exception of geography student households, which reflected a completion rate of 100 percent for both weeks,

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*The sample size of *Family Risk Management* households was five for the second week. Because the number is too small to reflect, in any reliable manner, the behavior of households having members enrolled in the course, the available data are presented in the report on a non-comparative basis.

viewers indicated they watched lessons to or near completion slightly less often. Even so, the viewing completion rate for lessons during both weeks was above 90 percent.

3. Comparison of viewing behavior: all program categories

All households participating in the viewing log indicated that their program preferences are concentrated in the categories of comedy/variety, drama, childrens' programming, news, and movies. This continued to be true for both weeks of log maintenance. When combined, these categories constituted from 62.2 to 76.8 percent of all program mentions the first week and from 53.5 to 86.6 the second.

INTRODUCTION

For both semesters of the academic year 1973-74, a television viewing log obtained information about the TV viewing behavior of students enrolled in television courses offered by the Coast Community College District. The purpose in gathering these data was to determine the viewing behavior of TV student households at the beginning of each semester, and further, to see whether any aspects of it had changed appreciably by the semester's end.

The viewing log was structured to reflect the viewing behavior of households rather than individuals, so that the data presented in this report refer to what might be most appropriately termed the "television viewing environments" of TV students. We asked that those in the households who might be recording information in the viewing log at the time note the following: the name of the program, the time it aired, the station on which it was seen, the number of persons (in terms of adults, teenagers, and children) watching, and whether all or most of the program was watched. We grouped individual program mentions into arbitrarily established *program categories*, as we were

not interested in specific programs per se. The exceptions to this, of course were mentions of the television courses themselves.

Participants in the viewing log study were selected on a random basis from those enrolled in seven courses. Those offered in the fall were an introductory psychology course, *As Man Behaves*; *History of Art*; and a course in consumer economics, *The Great Consumer Contest*. Those offered in the spring were an anthropology course, *Dimensions in Cultures*; an art course, *Freehand Sketching*; *Physical Geography*; and a course in business, *Family Risk Management*. Fifty percent of those enrolled in every course--with the exception of the anthropology course--were invited to maintain a viewing log. Twenty-five percent of the anthropology students were asked. No student who kept a log participated in any other form of course evaluation during the semester, although all but consumer economics students (fall, 1973-74) were asked to fill out post-course evaluations. Although each student who kept a viewing log was required to record two weeks' viewing, one at the beginning of his course and one near its end, no two weeks selected to record data on household TV viewing activity necessarily duplicated those chosen by any other student who participated. Each student also filled out a short demographic questionnaire which accompanied the initial viewing log. A copy of both the viewing log and the demographic form is found in the appendix. Those who completed both weeks of the viewing log were paid an honorarium of $10.

Table I shows the number of participants by course for both semesters.

Fall, 1973-74			Spring, 1973-74		
	Participants			Participants	
Course	n	%	Course	n	%
Psychology	31	33.3	Anthropology	30	26.3
Art	38	40.9	Geography	32	28.1
Economics	24	25.8	Sketching	45	39.5
			Family Risk Management	7	6.1
Totals	93	100.0	Totals	114	100.0

TABLE I
TV Viewing Log Participants
Fall, 1973-74 & Spring, 1973-74

Profile of Fall, 1973-74 TV Student Households

Tables II through IX provide demographic information on the 93 sample households which maintained television viewing logs during the first semester of 1973-74. This information is presented on the basis of combined statistics furnished by students enrolled in each of the three television courses then offered (see Table I). The only exceptions are Tables VIII, *Ratio of Persons per Household: Calculated by Course*, and Table V, *Age Categories of the Man and Woman of the Household: Calculated by Course*. These concern the two areas in which household characteristics of TV students differ when viewed by course grouping.

As Tables II and III demonstrate, nearly three of every four TV student households have more than one television set. The total number of these sets was 178; of these, 158 or 88.8 percent were in working order. Further, while slightly more households indicated they could receive KCET than could receive KOCE only eleven households in the sample said they could not get Channel 50 at all.

	n	%
I. Number of TV Sets in Household		
Households having one TV set	29	31.2
Households having two TV sets	44	47.3
Households having three TV sets	19	20.4
Households having four TV sets	1	1.1
Totals	93	100.0
II. Number of TV Sets in Working Order		
Households with one set in working order	41	44.1
Households with two sets in working order	36	38.7
Households with three sets in working order	15	16.1
Households with four sets in working order	-	-
No answer	1	1.1
Totals	93	100.0
III. Number of TV Sets Having Color		
Households having color TV	54	58.1
Households having 1 color set	(29)	(53.7)
Households having 2 color sets	(9)	(16.7)
Households having an undetermined number of color sets	(16)	(29.6)
Households having no color TV	21	22.6
No answer	18	19.3
Totals	93	100.0

TABLE II
Description of Television Sets
in TV Student Households
Fall, 1973-74

	Yes		No		Total	
TV Student Households	n	%	n	%	n	%
Able to receive KCET, Channel 28	87	93.5	6	6.5	93	100.0
Able to receive KOCE, Channel 50	82	88.2	11	11.8	93	100.0

TABLE III

UHF Reception in Households
Fall, 1973-74

With regard to VHF reception, all households were able to receive channels 2 and 4. Only one household could not get Channel 7; another could not receive Channel 13. Two instances each were cited where a household could not get channels 5, 9, and 11. These few exceptions suggest that reception problems lay within the TV set or antenna.

Table IV describes the sample households by distribution of age and sex, and indicates that nearly two-thirds of their members are adults, i.e., are 18 years of age and older. Slightly over half (52.5%) the adults members are women. Of the children present in these households, almost a third are teenagers, and the remaining 67 percent are under the age of twelve.

Members of Household	n	%
Males, 18 years and older	95	30.9
Females, 18 years and older	105	32.6
Boys, 12 - 17 years	26	8.1
Girls, 12 - 17 years	14	4.3
Children, 6 - 11 years	32	9.9
Children, 2 - 5 years	31	9.6
Children, 0 - 2 years	19	5.9
Totals	322	100.0

TABLE IV

Members of Households:
Distribution by Age & Sex
Fall, 1973-74

The balance of the demographic information contained in this section reflects data concerning the "man" and "woman" of the household. It should be noted that encumbants of these positions were not necessarily TV students. Although we did not inquire about marital status of household heads specifically, we can, with the information given, make certain inferences. Identified as men and women of the house were 78 men and 84 women, which suggests

that the majority of the 93 sample households were headed by married couples. The way in which the questionnaire was structured tended to make the respondent--if other than a self-perceived man or woman of the house--omit answers in this area of questionning.

Table V reflects the age distribution by decade of those identified as men and women of the household. Over two-thirds of these persons are under the age of forty; of these, a larger percent of women (72.6) are in this age bracket than are men (64.1).

	Man of the House		Woman of the House		Total for Category	
	n	%	n	%	n	%
18 - 29 years of age	24	30.8	38	45.2	62	38.3
30 - 39 years of age	26	33.3	23	27.4	49	30.3
40 - 49 years of age	20	25.6	17	20.2	37	22.8
50 - 59 years of age	7	9.0	6	7.2	13	8.0
60 years of age or more	1	1.3	-	-	1	.6
Totals	78	100.0	84	100.0	162	100.0

TABLE V

Distribution of Age by Decade:
Man and Woman of Household
Fall, 1973-74

However, the combined percentages of age groupings, particularly those reflecting the under-40 category, are sufficiently nonrepresentative of age groupings by course to warrant demonstration.

	Psychology		History of Art		Consumer Economics		Total for Category	
	n	%	n	%	n	%	n	%
I. Man of Household								
Under 40 years	18	64.3	16	57.2	16	72.8	50	64.1
40 - 50 years	7	25.0	9	32.1	4	18.2	20	25.6
50 years +	3	10.7	3	10.7	2	9.0	8	10.3
Totals by course	28	100.0	28	100.0	22	100.0	78	100.0
II. Woman of Household								
Under 40 years	22	70.9	21	70.0	18	78.3	61	72.6
40 - 50 years	7	22.6	8	26.7	2	8.7	17	20.2
50 years +	2	6.5	1	3.3	3	13.0	6	7.2
Totals by course	31	100.0	30	100.0	23	100.0	84	100.0

TABLE VI

Age Groupings of Man and Woman
of Household:
Calculated by Course
Fall, 1973-74

As the table shows, the sample population of TV consumer economics student households has the greatest percentage of household heads under the age of 40. Nearly three of every four men are so categorized, and the percentage of women is even higher (78.3%).

The characteristics of household size and composition when viewed by course also differ from the composite figures. Again, the households of TV students enrolled in consumer economics differ from those of the students in the other two courses. The former are smaller, both in overall size and ratio of children to adults.

	Psychology	History of Art	Consumer Economics	All Households
Persons per household	3.6	3.6	3.0	3.5
Adults per household	2.2	2.1	2.0	2.2
Children per household	1.4	1.5	1.0	1.3

TABLE VII

Ratio of Persons per Household:
Calculated by Course
Fall, 1973-74

We also asked respondents about the occupation and number of hours worked therein of the man and woman of the house. Tables VIII and IX summarize these responses. While nearly half (46.2%) of the men identified as heads of households held jobs categorized as professional or managerial, slightly more than one in ten (13.1%) of the women indicated their occupations could be thus described. Of the forty women who described their occupation as one other than that of housewife, 32.5 percent were employed in either a sales or clerical capacity. This can be compared to the 10.3 percent of the men so employed. While eight in every ten men of the household clearly indicated that they work full-time, only one of every ten women did so.

	Man of the House		Woman of the House		Total for Category	
Occupation	n	%	n	%	n	%
Professional	18	23.1	9	10.7	27	16.7
Managerial	18	23.1	2	2.4	20	12.3
Sales/Clerical	8	10.3	13	15.5	21	13.0
Skilled Labor	20	25.6	6	7.1	26	16.0
Unskilled Labor	5	6.4	3	3.6	8	5.0
Other	9	11.5	51*	60.7	60	37.0
Totals	78	100.0	84	100.0	162	100.0

*Of this number, 44, or 52.4 percent, of all women of the house were housewives.

TABLE VIII

Occupation of
Man and Woman of the House
Fall, 1973-74

Number of Hours Worked per Week	Man of the House		Woman of the House		Total for Category	
	n	%	n	%	n	%
Less than 40 hours	6	7.7	62	73.8	68	42.0
40 hours or more	64	82.1	9	10.7	73	45.0
No answer	8	10.2	13	15.5	21	13.0
Totals	78	100.0	84	100.0	162	100.0

TABLE IX

Number of Hours Worked per Week:
Man and Woman of the Household
Fall, 1973-74

While the two previous tables show differing ratios by sex in relation to occupational groupings and hours worked, the ratios remained constant for men, women, and households when considered by course. Overall, no significant differences are apparent among the TV student households when described by occupation, hours of work, TV set ownership, or ability to receive VHF and UHF television channels. Only in the areas of age, household size and composition are differences among households apparent; only the households of TV consumer economics students demonstrate these differences.

Profile of Spring, 1973-74 TV Student Households: Spring versus Fall

As Table I shows, a total of 114 TV students kept viewing logs and provided demographic information for the spring, 1974 semester. The data on these sample households, like those from the previous semester, are presented on a composite basis except where they are shown to differ significantly by course grouping.

Table X compares ownership of TV sets between fall and spring sample TV student households; it shows that a slightly higher percent of the spring

1973-74 families have more than one television set (73.7 percent compared with 68.8 percent). Proportionately higher as well are the number of sets in working order: 91.6 percent in spring versus 88.8 in the fall.

	Fall, 1973-74		Spring, 1973-74	
	n	%	n	%
I. Number of TV Sets in Household				
Households having 1 TV set	29	31.2	30	26.3
Households having 2 TV sets	44	47.3	51	44.7
Households having 3 TV sets	19	20.4	20	17.6
Households having 4 TV sets	1	1.1	9	7.9
Households having 5 TV sets	-	-	1	.9
Households having 6 TV sets	-	-	3	2.6
Total number of households	93	100.0	114	100.0
II. Number of TV Sets in Working Order				
Households having 1 TV set	41	44.1	32	28.1
Households having 2 TV sets	36	38.7	56	49.1
Households having 3 TV sets	15	16.1	19	16.6
Households having 4 TV sets	-	-	6	5.3
Households having 5 TV sets	-	-	1	.9
No answer	1	1.1	-	-
Total number of households	93	100.0	114	100.0
III. Number of TV Sets Having Color				
Households having color	54	58.1	66	57.9
Households having 1 TV set	29	53.7	53	80.3
Households having 2 TV sets	9	16.7	12	15.1
Households having 3 TV sets +	16	29.6	1	4.6
Households having no color	21	22.6	13	11.4
No answer	18	19.3	35	30.7
Total number of households	93	100.0	114	100.0

TABLE X

Description of Television Sets
in TV Student Households
Fall, 1973-74 vs. Spring, 1973-74

In the spring, a smaller proportion of sample households, or 87.9 percent, indicated they receive KCET while more households receive KOCE. During the previous semester, the reverse situation existed: More households could receive KCET than KOCE. Table XI demonstrates the comparison. Instances of the spring households' inability to receive the area VHF channels are even more isolated than those of the previous fall.

	Fall Semester, 1973-74		Spring Semester, 1973-74	
	Yes %	No %	Yes %	No %
Able to receive KCET, Channel 28	93.5	6.5	87.9	12.1
Able to receive KOCE, Channel 50	88.2	11.8	94.0	6.0

TABLE XI
UHF Reception Compared
Fall, 1973-74 & Spring, 1973-74

Sample TV student households in spring, 1973-74 had slightly fewer adults; 60.6 percent compared with 63.5 the previous fall. The percentage of adult men to adult women remained virtually the same, as did the age groupings of children. One in three were teenagers; the remainder were twelve years of age and younger.

	Fall, 1973-74		Spring, 1973-74	
Members of Households	n	%	n	%
Males, 18 years and older	95	30.9	129	29.3
Females, 18 years and older	105	32.6	139	31.4
Boys, 12 - 17 years	26	8.1	25	5.6
Girls, 12 - 17 years	14	4.3	37	8.4
Children, 6 - 11 years	32	9.9	60	13.6
Children, 2 - 5 years	31	9.6	39	8.8
Children, 0 - 2 years	19	5.9	13	2.9
Total number of persons	322	100.0	442	100.0

TABLE XII
Distribution of Household Members
by Age and Sex
Fall, 1973-74 & Spring, 1973-74 Households Compared

Table XIII compares the age groupings of men and women of the house for fall and spring semesters.

	Fall, 1973-74 Households		Spring, 1973-74 Households	
	n	%	n	%
I. Man of the House				
Under 40 years	50	64.1	58	55.2
40 - 50 years	20	25.6	30	28.6
50 years +	8	10.3	17	16.2
Totals	78	100.0	105	100.0
II. Woman of the House				
Under 40 years	61	72.6	71	55.8
40 - 50 years	17	20.2	24	22.2
50 years +	6	7.2	13	12.0
Totals	84	100.0	108	100.0

TABLE XIII

Comparison of Age Groupings
for Men and Women of
Spring, 1973-74 & Fall, 1973-74 Households

According to the above data, the percentage of both men and women over the age of 40 in spring sample TV student households increased. Nearly nine percent more men were forty years of age or older, as were almost seven percent of the women. As was the case for the fall sample households, however, spring households show quite different age groupings when viewed by individual course.

	Anthropology		Geography		Family Risk Management		Sketching	
	n	%	n	%	n	%	n	%
I. Man of Household								
Under 40 years	18	64.3	18	72.0	4	57.2	18	40.0
40 - 50 years	7	25.0	5	20.0	3	42.8	15	33.3
50 years +	3	10.7	2	8.0	0	–	12	16.2
Totals	28	100.0	25	100.0	7	100.0	45	100.0
II. Woman of Household								
Under 40 years	21	70.0	21	72.4	4	57.2	25	40.0
40 - 50 years	6	20.0	4	13.8	3	42.8	11	26.2
50 years +	3	10.0	4	13.8	0	-	6	14.3
Totals	30	100.0	29	100.0	7	100.0	42	100.0

TABLE XIV

Age Groupings of
Men and Women of the Household:
Calculated by Course

As Table XIV demonstrates, sample households of TV students enrolled in *Freehand Sketching* have the highest percentage of adults over 40. Available data for those of *Family Risk Management* students is based on so small a sample (seven households) that their degree of representativeness is questionable. Households of anthropology students, in contrast, show that nearly two-thirds and three-fourths respectively of the men and women of the house are under the age of 40.

The characteristics of household size and age composition also differ when viewed by course. If one discounts the data on *Family Risk Management* households, the family profile of *Freehand Sketching* students shows the largest household size as well as the greater number of children in relation to adults.

	Anthropology	Geography	Family Risk Management	Sketching	All Households
Persons per Household	3.60	3.60	4.30	4.00	3.90
Adults per Household	2.30	2.30	2.15	2.40	2.40
Children per Household	1.30	1.30	2.15	1.60	1.50

TABLE XV

Ratio of Persons per Household:
Calculated by Course
Spring, 1973-74

The average size of the sample TV student households was larger in the spring: 3.9 compared to 3.5 the previous fall. The ratio of adults to children was virtually the same in the sample households for both semesters: 2.2:1.3 in the fall and 2.4:1.5 in the spring.

Tables XVI and XVII compare information in composite form on occupations and number of hours worked for the sample households during both semesters.

Fall, 1973-74

	Man		Woman		Total for Category	
Occupation	n	%	n	%	n	%
Professional	18	23.1	9	10.7	27	16.7
Managerial	18	23.1	2	2.4	20	12.3
Sales/Clerical	8	10.3	13	15.5	21	13.0
Skilled Labor	20	25.6	6	7.1	26	16.0
Unskilled	5	6.4	3	3.6	8	5.0
Other	9	11.5	51	60.7*	60	37.0
No answer	-	-	-	-	-	-
Totals	78	100.0	84	100.0	162	100.0

*44 women (81.5 percent) of this category are housewives.

Table XVI continued on the next page.

Spring, 1973-74

Occupation	Man n	Man %	Woman n	Woman %	Total for Category n	Total for Category %
Professional	35	33.3	12	11.1	47	22.1
Managerial	11	10.5	2	1.9	14	6.6
Sales/Clerical	15	14.3	29	26.8	44	20.7
Skilled Labor	27	25.7	8	7.4	34	15.9
Unskilled	8	7.6	-	-	8	3.8
Other	7	6.7	54	50.0**	61	28.6
No answer	2	1.9	3	2.8	5	2.3
Totals	105	100.0	108	100.0	213	100.0

**43 women (79.6 percent) of this category are housewives.

TABLE XVI

Occupational Categories:
Men & Women of Households
Fall, 1973-74 & Spring, 1973-74

Fall, 1973-74

Number of Hours Worked per Week	Man n	Man %	Woman n	Woman %	Total for Category n	Total for Category %
Less than 40 hours	6	7.7	6	73.8	68	42.0
40 or more hours	64	82.1	9	10.7	73	45.0
No answer	8	10.2	13	15.5	21	13.0
Totals	78	100.0	84	100.0	162	100.0

Table XVII continued on the next page.

Spring, 1973-74

Number of Hours Worked per Week	Man		Woman		Total for Category	
	n	%	n	%	n	%
Less than 40 hours	6	5.7	51	47.2	57	26.8
40 or more hours	92	87.6	30	27.8	122	57.3
No answer	7	6.7	27	25.0	34	15.9
Totals	105	100.0	108	100.0	213	100.0

TABLE XVII

Number of Hours Worked
Men & Women of Households
Fall, 1973-74 & Spring, 1973-74

Table XVI demonstrates the larger number--particularly in the sales/clerical field--of working women in the spring sample households. While this explains the correspondingly lower percentage of women whose occupations were designated "other," it is interesting to note as well, that within the category, fewer women (12.6%) were housewives.

Ten percent more of the men in the spring sample households held jobs of a professional nature; 13 percent fewer were in managerial positions. Taken together, however, the two occupations command the same percentage for both semesters.

As might be expected, the data in Table XVII show more hours worked by women of the house during spring. This remains true even when the larger percentage of lack in response to the question is taken into consideration.

While the distribution of occupational categories did not vary appreciably among men and women of the fall sample households when viewed on a course enrollment basis, a study of the spring sampling revealed considerable

differences. The data on spring sample households in Table XVI are therefore less typical, strictly speaking, than are the data for its fall counterpart. Table XVIII illustrates the differences.

Spring, 1973-74

Occupation	Anthropology n	Anthropology %	Geography n	Geography %	Family Risk Management n	Family Risk Management %	Sketching n	Sketching %	All Courses n	All Courses %
I. Men of the House										
Professional	9	32.2	4	16.0	1	14.3	21	46.7	35	33.3
Managerial	2	7.1	3	12.0	-	-	6	13.3	11	10.5
Sales/Clerical	3	10.7	6	24.0	2	28.6	4	8.9	15	14.3
Skilled Labor	8	28.6	7	28.0	4	57.1	8	17.8	27	25.7
Unksilled Labor	4	14.3	-	-	-	-	4	8.9	8	7.6
Other	-	-	5	20.0	-	-	2	4.4	7	6.7
No answer	2	7.1	-	-	-	-	-	-	2	1.9
Totals	28	100.0	25	100.0	7	100.0	45	100.0	105	100.0
II. Woman of the House										
Professional	5	16.7	1	3.4	-	-	6	14.3	12	11.1
Managerial	-	-	1	3.4	-	-	-	-	2	1.9
Sales/Clerical	10	33.3	8	27.6	3	42.9	8	19.0	29	26.8
Skilled Labor	-	-	2	6.9	-	-	6	14.3	8	7.4
Unskilled Labor	-	-	-	-	-	-	1	2.4	-	-
Other	15	50.0	16	55.3	3	42.9	20	47.6	54	50.0
No answer	-	-	1	3.4	1	14.2	1	2.4	3	2.8
Totals	30	100.0	29	100.0	7	100.0	42	100.0	108	100.0

TABLE XVIII

Occupations of Men & Women of the Household
Calculated by Course
Spring, 1973-74

Care has been taken in discussion of this demographic material to make clear the focus on characteristics of TV student households as opposed to those of the TV students themselves. While it is a safe assumption that the respondents are, in the majority of instances, the man or woman of the house--and that therefore the data describing the occupational categories, hours of

work, etc. of household heads describes as well characteristics of students themselves--the designation of households as the (broader) referent remains the more reliable.

The purpose in gathering this information, then, was a simple one: to describe, by factors generally considered most visible and measurable, families which had within them a person enrolled in a television course. The resulting profile conforms in large part with information we have gathered through other types of TV student evaluation in the attempt to identify the average or typical person who takes a television course through Coast Community College District. He is somewhat older than his on-campus counterpart; is more likely to be married; is more likely to be married; is quite possibly either a housewife or working full-time, and has more dependents than does an on-campus student.

As we have seen, the size of the average TV student sample household (3.5 persons during Fall, 1973-74) increased during the spring semester to 3.9 persons. More heads of households--both male and female--were working more hours per week, and fewer women identified themselves as housewives. Overall, more household heads during spring were aged 40 years or above; when viewed by individual course grouping, however, age concentrations vary widely during both semesters.

FALL, 1973-74 TV STUDENT HOUSEHOLD VIEWING HABITS

In order to gain an understanding of the television viewing habits exhibited by each of the three TV student household samplings, we compiled the following statistics: the total number of program mentions and program completions, and the total number of viewing instances. The program mentions

themselves were assigned to 17 arbitrarily established categories. All program information--with the exception of that concerning the particular television course--was calculated by category for each of the three household types. In this manner were determined percentages of program mentions and completions, as well as the ratio of viewers to programs. Total viewing instances were obtained by 1) adding the number of adults, teenagers, and children indicated as viewers in each program category; 2) summing the number of viewers in each category. Percentage of viewing instances by category refers to that portion of all viewing instances by persons present which were commanded by the particular category.

We also determined the average number of programs viewed per household, and the percentage of television viewing by periods of time through the day and evening. Viewing behavior with regard to each of the three courses has been extrapolated for more singular examination and comment.

1. Psychology: First Week of Viewing Log Maintenance

Criteria for establishing a picture of TV viewing behavior are presented by course and on a comparative basis where appropriate. Since the relevant total figures are presented first (Table XIX), percentages only are used in subsequent tables referenced by these totals.

First Viewing Log	Number
TV Student Household Sample Size	31
Total Number of Program Mentions	1,614
Total Number of Program Completions	1,232
Total Viewing Instances	2,553

TABLE XIX

First Week Household Viewing Data:
Psychology Students
Fall, 1973-74

Table XX shows the distribution of program mentions and completions by category, as well as the percentage of viewing instances each category commanded during the first week of viewing log maintenance.

Category	% of Program Mentions	% of Program Completions	% of Viewing Instances
Psychology course: *As Man Behaves*	3.5	98.2	3.1
News programs	10.8	84.6	10.0
Childrens' programs	14.8	83.8	16.9
Dramatic series	10.8	85.1	12.1
Comedy/Variety programs	20.7	83.5	21.0
Sports programs	5.8	72.0	4.7
Daytime drama	6.9	99.1	5.4
Movies	8.1	67.2	8.2
Game/Audience participation programs	5.6	86.8	5.1
Talk shows	2.4	71.8	2.2
A.M. talk shows	2.9	43.5	2.0
Documentaries	2.1	88.2	3.0
Education programs	2.1	73.3	1.7
Music programs	.6	90.0	.5
Exercise programs	.6	90.0	.4
Specials	2.3	97.3	3.6
Religion programs	.1	100.0	3.6
Totals	100.0	76.3*	100.0

*Overall completion rate for total number of all program mentions.

TABLE XX

Viewing Preferences of TV Student Households
Psychology: 1st Viewing Log
Fall, 1973-74

While the relationship between viewing preferences and program categories is dependent on the latter's content and availability in a few instances, (e.g., sports, specials, documentaries, and music programs) most of the viewing and size of audience is concentrated in the categories made up with programs the formats of which remain essentially the same: news, childrens' programming, comedy and variety, and dramatic fare. This observation, as one might expect, is shown to be consistently true for all sample

TV student households during both weeks of the viewing log maintenance.

Viewing behavior with respect to whether all or most of a program was watched is somewhat different. As Table XIX demonstrates, slightly more than three of every four programs in the sample households of TV psychology students are watched all or most of the way through; but within that overall viewing completion rate, those by category vary greatly. It would seem that there is no relationship necessarily between the amount of time and audience size an area of programming commands and its ability to hold the viewers' attention.

The average number of programs watched in the 31 households of TV psychology students during the first week recorded in the viewing log was 52.1. This figure is compared to those of the other households grouped by course in Table XXVI.

2. *History of Art:* First Viewing Log

First Viewing Log	Number
TV Student Household Sample Size	38
Total Number of Program Mentions	1,919
Total Number of Program Completions	1,653
Total Viewing Instances	3,584

TABLE XXI

First Week Household Viewing Data:
History of Art
Fall, 1973-74

Table XXII shows the distribution of program mentions and completions by category, as well as the percentage of audience each category received for the first week recorded in the viewing log.

Category	% of Program Mentions	% of Program Completions	% of Viewing Instances
Art course: *History of Art*	6.2	90.8	4.4
News programs	10.0	89.6	10.5
Childrens' programs	14.7	84.4	14.4
Dramatic series	15.4	88.5	17.5
Comedy/Variety shows	21.2	85.3	22.0
Sports programs	4.8	83.7	4.8
Daytime drama	3.6	87.5	2.8
Movies	9.3	80.3	9.8
Game/Audience participation programs	6.4	92.6	5.9
Talk shows	.9	94.1	.8
A.M. talk shows	2.3	75.6	1.7
Documentaries	1.0	89.5	1.0
Education programs	1.7	81.3	1.1
Music programs	.4	62.5	.7
Exercise programs	.3	100.0	.3
Specials	1.5	85.7	1.9
Religion programs	.3	66.7	.4
Totals	100.0	86.1*	100.0

*Overall completion rate for total number of all program mentions.

TABLE XXII

Viewing Preferences of TV Student Households
History of Art: 1st Viewing Log
Fall, 1973-74

The average number of programs watched in the 38 households of TV art students during the first week was 50.5 per household.

3. Consumer Economics: First Viewing Log

First Viewing Log	Number
TV Student Household Sample Size	24
Total Number of Program Mentions	959
Total Number of Program Completions	879
Total Viewing Instances	1,540

TABLE XXIII

First Week Household Viewing Data:
Consumer Economics
Fall, 1973-74

Table XXIV provides information on the viewing behavior of the TV consumer economics student households, which had a viewing average of 40.0 programs per household for the first week.

Category	% of Program Mentions	% of Program Completions	% of Viewing Instances
Consumer economics course: *The Great Consumer Contest*	6.5	100.0	4.9
News programs	13.0	98.4	13.7
Childrens' programs	12.8	82.1	11.8
Dramatic series	16.0	100.0	18.0
Comedy/Variety programs	20.1	87.0	19.0
Sports programs	4.7	100.0	6.1
Daytime drama	1.9	83.3	1.2
Movies	10.9	91.4	12.3
Game/Audience participation programs	4.4	92.9	4.1
Talk shows	2.6	80.0	2.9
A.M. talk shows	1.3	83.3	.9
Documentaries	2.3	90.9	1.4
Education programs	.6	66.7	.6
Music programs	.7	71.4	1.0
Exercise programs	0.0	0.0	0.0
Specials	1.9	88.9	1.8
Religion programs	.3	66.7	.3
Totals	100.0	91.7*	100.0

*Overall completion rate for total number of all program mentions

TABLE XXIV

Viewing Preferences of TV Student Households
Consumer Economics: 1st Viewing Log
Fall, 1973-74

Fall Viewing Log Comparisons: First Week

Table XXV provides a comparison of the totals which reference much of the data discussed in this section of the report. It points out the widely varying rates of overall program completion among the three fall TV student household types.

Household	Total Program Mentions	Total Program Completions		Total Viewing Instances	Sample Size of Households
	n	n	%	n	n
Psychology	1,614	1,232	76.3	2,553	31
History of Art	1,919	1,613	84.1	3,584	38
Consumer Economics	959	879	91.7	1,540	24
Total for all courses	4,492	3.724	82.9	7,677	93

TABLE XXV

First Week Household Viewing Data:
All TV Student Sample Households
Fall, 1973-74

Table XXVI compares the average number of program viewings, program completions, and audience size per household during the first week recorded in the viewing logs.

TV Student Households	Average Number of Program Viewings	Average Number of Program Completions	Average Audience per Program
Psychology	52.1	39.7	1.6
History of Art	50.5	42.4	1.9
Consumer Economics	40.0	36.6	1.6

TABLE XXVI

First Week Viewing Data:
Calculated by Household
Fall, 1973-74

Compared with those of art and consumer economics, the sample households of TV psychology students indicate the heaviest amount of television viewing on a proportionate basis. While more programs are watched in these households, however, fewer (76.3%) are watched to completion. And even though these households average the highest number of persons therein (3.6; Table VII)

their average number of viewers per program equals that reflected for consumer economics households (1.6), and is lower than that for the sample households of art students: 1.9 persons per program.

The average number of programs viewed in households of TV art students is comparable to that of psychology student households: Both samplings averaged just over 50 programs per family. Art student households come closest to the overall average completion rate in their viewing habits: 86.1 percent versus 82.9. However, more people in these households watch television than do people in either the psychology or consumer economics households. A look at the household composition (again, Table VII) of the sample populations shows that there are more children in the families of TV art students; than in the others, which fact may account for the higher number of persons per viewing.

Households of TV consumer economics students watched considerably fewer programs: an average of ten less than the other two households for the first week. While they watched the fewest in number, however, they completed viewing an average of nine in every ten programs. Another reference to Table VII recalls that the sample households of consumer economics students were the smallest, both in overall size (3.0 persons) and ratio of children to adults (1:2).

The above data present what may be termed a quantitative basis for outlining TV student households' viewing habits. They compare and contrast the number of programs watched, that of those completed, and the ratio of people to programs, both by household and by category, i.e., according to course enrollment. Table XXVII compares these factors both by course enrollment and viewing category in order to make more clear the contrasts or similarities in viewer preferences.

Program Category		% of Program Mentions	% of Program Completions	% of Viewing Instances
TV Course	Psychology	3.5	98.2	3.1
	Art	6.2	90.8	4.4
	Economics	6.5	100.0	4.9
News	Psychology	10.8	84.6	10.0
	Art	10.0	89.4	10.5
	Economics	13.0	98.4	13.7
Childrens' Programs	Psychology	14.8	83.8	16.9
	Art	14.7	84.4	14.4
	Economics	12.8	82.1	11.8
Drama Series	Psychology	10.8	85.1	12.1
	Art	15.4	88.5	17.5
	Economics	16.0	100.0	18.0
Comedy/Variety	Psychology	20.7	83.5	21.0
	Art	21.2	85.3	22.0
	Economics	20.1	87.0	19.0
Sports	Psychology	5.8	72.0	4.7
	Art	4.8	83.7	4.8
	Economics	4.7	100.0	6.1
Daytime Drama	Psychology	6.9	99.1	5.4
	Art	3.6	87.5	2.8
	Economics	1.9	83.3	1.2
Movies	Psychology	8.1	67.2	8.2
	Art	9.3	80.3	9.8
	Economics	10.9	91.4	12.3
Game/Audience Participation Programs	Psychology	5.6	86.6	5.1
	Art	6.4	92.6	5.9
	Economics	4.4	92.9	4.1
Talk Shows	Psychology	2.4	71.8	2.2
	Art	.9	94.1	.8
	Economics	2.6	80.0	2.9
A.M. Shows	Psychology	2.9	43.5	2.0
	Art	.9	94.1	1.7
	Economics	2.6	80.0	2.9

Table XXVII is continued on next page.

Program Category		% of Program Mentions	% of Program Completions	% of Viewing Instances
Documentaries	Psychology	2.1	88.2	3.0
	Art	1.0	89.5	1.0
	Economics	2.3	90.9	1.4
Education	Psychology	2.1	73.3	1.7
	Art	1.7	81.3	1.1
	Economics	.6	66.7	.6
Music Programs	Psychology	.6	90.0	.5
	Art	.4	62.5	.7
	Economics	.7	71.4	1.0
Exercise	Psychology	.6	90.0	.5
	Art	.3	100.0	.3
	Economics	0.0	0.0	0.0
Specials	Psychology	2.3	97.3	3.6
	Art	1.5	85.7	1.9
	Economics	1.9	88.9	1.8
Religion Programs	Psychology	.1	100.0	.1
	Art	.3	66.7	.4
	Economics	.3	66.7	.3

TABLE XXVII

First Viewing Log
Viewing Preferences of All TV Student Households
Compared by TV Student Course Enrollment
Fall, 1973-74

Any category commanding ten percent or more of both frequency of program mentions and size of viewing audience can be considered a major one. Table XXVIII demonstrates the similarities in viewing preferences of sample households for all three television courses. Five major categories are thus identified; for convenience they are identified in the form of a range.

Major Program Categories	Percentage of Program Mentions	Percentage of Viewing Instances
	Range	Range
Comedy/Variety	20.1 - 21.2	19.0 - 22.0
Drama series	10.8 - 16.0	12.1 - 18.0
Childrens' programs	12.8 - 14.8	11.8 - 16.9
News programs	10.0 - 13.0	10.0 - 13.7
Movies	8.1 - 10.9	8.2 - 12.3
Combined Categories	61.8 - 75.9	61.1 - 82.9

TABLE XXVIII

Viewing Preferences by Category of All Sample Households
First Week Viewing Log
Fall, 1973-74

Table XXVII also shows that, with regard to program completion rates, sample households of TV consumer economics students finished watching the most programs in all major categories except that of childrens' programming. Three of the five major categories show the same households ranking highest in both variables, i.e., percent of program mentions and viewing instances.

Sample households of TV psychology students ranked lowest, with fewer people watching fewer programs in major categories overall. The one exception is childrens' programming; more people in psychology households watched more programs in this category to completion than in either of the other household groupings.

While households of art students demonstrate viewing behavior closer to that of consumer economics households than do those of psychology students, Table XXVII shows them to be consistently within the range created by the other two sample groups.

The table illustrates, as well, the viewing behavior of students in regard to their courses. Fewer lessons (3.5 percent of all program mentions)

were watched in psychology student households than were viewed in the other two household groupings (6.2 in art student households; 6.5 in those of consumer economics students). The primary reason contributing to this is the fact that the psychology course contained fewer lessons than did the other two: Consumer economics and art contained 45 and 42 lessons respectively, whereas the psychology course consisted of 35 lessons. Lesson presentation for the former two courses was at the rate of three per week; for psychology, two lessons were aired per week. In addition, psychology was seen on Channel 50 only: The other two were also offered on another channel.

Taking into consideration, therefore, the fact that there were one-third fewer psychology lessons shown each week, it can still be noted that proportionately fewer--albeit fractionally so--lessons were watched in households of psychology students. We know from other sources of data gathered on TV students that more TV psychology students were concurrently enrolled on-campus classes and recorded the highest instances of lesson viewing at campus media centers. Whether or not this factor may account for the difference in lesson viewing behavior between this group and the households of TV students enrolled in art and consumer economics is not known.

Table XXIX shows the ratio of viewers to programs by category and by TV student sample populations. While the ratios differ among categories for each of the sample populations, the overall viewing ratio is shown to be the same for consumer economics and psychology student households. Households of art students, which averaged the same number of persons therein as those of psychology students, averaged the greater number of viewers per program.

Program Category	Psychology TV Student Households	History of Art TV Student Households	Consumer Econ. TV Student Households
TV Course	1.4	1.3	1.2
News	1.5	2.0	1.7
Childrens' programs	1.8	1.8	1.5
Dramatic series	1.8	2.1	1.8
Comedy/Variety shows	1.6	1.9	1.5
Sports programs	1.3	1.9	2.1
Daytime drama	1.2	1.4	1.1
Movies	1.6	2.0	2.1
Game/Audience participation programs	1.4	1.7	1.5
Talk shows	1.5	1.8	1.8
A.M. Talk shows	1.2	1.3	1.2
Documentaries	2.2	1.9	1.0
Education programs	1.4	1.2	1.0
Music programs	1.4	3.3	2.3
Exercise	1.0	2.0	0.0
Specials	2.5	2.5	1.6
Religion	1.5	2.2	1.3
All Categories	1.6	1.9	1.6

TABLE XXIX

Ratio of Viewers to Programs by Category
and by
TV Student Sample Populations
Fall, 1973-74

Second Week of Viewing Log Maintenance

Information regarding the second week of the viewing log is treated on a comparative basis in order that any changes (or lack of change) between the first and second weeks may be made more readily apparent.

1. Psychology: First and Second Weeks Compared

Viewing Log	First Week	Second Week
TV Student Household Sample Size	31	31
Total Number of Program Mentions	1,614	1,033
Total Number of Program Completions	1,232	896
Total Viewing Instances	2,553	1,640

TABLE XXX

First and Second Week Household Viewing Data:
Psychology Students
Fall, 1973-74

Television viewing for psychology student households, when measured by the number of program mentions, was 36 percent lower for the second week of the log. Overall, the number of programs watched per household was 33.3 compared with 52.1 the first week. The drop in total viewing instances for the second week corresponds closely to that for program mentions: 35.8 percent.

Table XXXI compares the distribution of program mentions and completions by category for each of the weeks, as well as the contrasting percentages of viewing audience commanded by each category.

Category	% of Program Mentions		% of Program Completions		% of Viewing Instances	
	1st wk	2nd wk	1st wk	2nd wk	1st wk	2nd wk
Psychology course: *As Man Behaves*	3.5	3.9	98.2	100.0	3.1	4.1
News programs	10.8	11.4	84.6	97.2	10.0	10.4
Childrens' programs	14.8	11.5	83.8	88.2	16.9	12.4
Dramatic series	10.8	11.5	85.1	89.1	12.1	12.6
Comedy/Variety programs	20.7	17.3	83.5	95.0	21.0	19.9
Sports programs	5.8	4.0	72.0	87.8	4.7	5.9
Daytime drama	6.9	10.9	99.1	92.0	5.4	8.1
Movies	8.1	8.2	67.2	74.1	8.2	7.6
Game/Audience participation programs	5.6	10.2	86.8	80.0	5.1	9.2
Talk shows	2.4	2.6	71.8	77.8	2.2	2.1
A.M. shows	2.9	3.5	43.5	52.8	2.0	2.7
Documentaries	2.1	1.6	88.2	64.7	3.0	2.0
Education programs	2.1	.6	73.3	83.0	1.7	.5
Music programs	.6	.4	90.0	100.0	.5	.4
Exercise programs	.6	.9	90.0	100.0	.4	.5
Specials	2.3	1.5	97.3	93.8	3.6	1.6
Religion programs	.1	-	100.0	-	.1	-
Totals	100.0	100.0	76.3*	86.7	100.0	100.0

*Overall completion rate for total number of all program mentions

TABLE XXXI

Comparisons of Viewing Behavior
Psychology: 1st and 2nd Viewing Logs
Fall, 1973-74

Of primary interest here are the data comparing course viewing behavior As Table XXXI shows, TV lesson viewing constituted a slightly higher percentage of all program mentions the second week. However, because the total number of programs viewed during the second week was 36 percent lower (Table XXX), the actual number of lessons viewed is less. The 31 sample households of psychology students recorded 57 lesson viewings the first week, 39 the second.

Discussion of fluctuations in viewing behavior with regard to the other program categories is reserved for comparative treatment among all of the TV courses for fall, 1973-74.

2. *History of Art:* First and Second Weeks Compared

Viewing Log	First Week	Second Week
TV Student Household Sample Size	38	38
Total Number of Program Mentions	1,919	1,382
Total Number of Program Completions	1,653	1,215
Total Viewing Instances	3,584	3,029

TABLE XXXII

First and Second Weeks Household Viewing Data:
History of Art Students
Fall, 1973-74

For the households of TV art students also, there was a drop in the number of program mentions: The number of programs watched per family fell 28 percent: from 50.1 the first week to 36.4 the second. In contrast to the behavior of the psychology student households, those of art students indicated only a slight rise in program completion rates: 86.1 percent versus 87.9. However, while the average number of programs viewed per family fell 28 percent during the second week, the loss of viewing audience was only 15.5 percent. This differs--again--from the decrease in audience found in the sample households of psychology students, where the percentage of audience loss was equal to the decrease of program mentions.

Table XXXIII compares the distribution of program mentions, completions, and attendent audience size by category for each week of viewing log maintenance.

Category	% of Programs Mentions		% of Program Completions		% of Viewing Instances	
	1st wk	2nd wk	1st wk	2nd wk	1st wk	2nd wk
Art Course: *History of Art*	6.2	5.0	90.8	97.1	4.4	3.3
News programs	10.0	10.3	89.6	89.4	10.5	9.9
Childrens' programs	14.7	9.7	84.4	93.3	14.4	9.0
Dramatic series	15.4	13.9	88.5	81.3	17.5	15.7
Comedy/Variety programs	21.2	19.4	85.3	92.2	22.0	20.1
Sports programs	4.8	6.6	83.7	87.9	4.8	5.8
Daytime drama	3.6	5.9	87.5	90.1	2.8	4.6
Movies	9.3	10.5	80.3	84.8	9.8	11.5
Game/Audience participation programs	6.4	6.2	92.6	82.5	5.9	7.2
Talk shows	.9	1.8	94.1	80.0	.8	1.4
A.M. shows	2.3	2.3	75.6	71.8	1.7	1.6
Documentaries	1.0	3.0	89.5	87.8	1.0	3.6
Education programs	1.7	.9	81.3	100.0	1.1	.7
Music programs	.4	1.0	62.5	100.0	.7	1.2
Exercise programs	.3	.3	100.0	100.0	.3	.3
Specials	1.5	2.9	86.7	77.5	1.9	3.8
Religion programs	.3	.3	66.7	100.0	.4	.3
Totals	100.0	100.0	86.1*	87.9	100.0	100.0

*Overall completion rate for total number of all program mentions

TABLE XXXIII

Comparisons of Viewing Behavior
History of Art: 1st and 2nd Viewing Logs
Fall, 1973-74

Sample households of art students contained fewer persons watching fewer lessons the second week of log maintenance. One hundred nineteen lesson viewings were recorded during the first week; the second reflects a 42 percent drop to 69 lesson viewings by the 38 sample households. Of the lessons watched the second week, however, more were watched to completion.

3. Consumer Economics: First and Second Weeks Compared

Viewing Log	First Week	Second Week
TV Student Household Sample Size	24	24
Total Number of Program Mentions	959	965
Total Number of Program Completions	879	843
Total Viewing Instances	1,540	1,721

TABLE XXXIV

First and Second Week Household Viewing Data:
Consumer Economics Students
Fall, 1973-74

Second week viewing behavior of consumer economics student households is the opposite of that for the other households in each of the above criteria. The amount of program mentions rose fractionally (.6%), while 4.3 percent fewer programs were watched to completion. And while the information recorded during the second week show a smaller number of viewing instances in psychology and art student households, the total viewing instances increased by 10.5 percent in consumer economics households.

Table XXXV compares the distribution of program mentions, completions, and size of viewing audience by category for both weeks of the viewing log. With regard to lesson viewing behavior, it shows the largest drop (48.4%) in lesson viewing. Sixty-two lesson viewings were recorded by the 24 sample households of consumer economics students during the first week; 32 during the second.

Category	% of Program Mentions		% of Program Completions		% of Viewing Instances	
	1st wk	2nd wk	1st wk	2nd wk	1st wk	2nd wk
Economics course: *The Great Consumer Contest*	6.5	3.3	100.0	100.0	4.9	2.1
News programs	13.0	17.5	98.4	90.5	13.7	15.7
Childrens' programs	12.8	10.8	82.1	87.6	11.8	9.7
Dramatic series	16.0	15.2	100.0	87.8	18.0	16.2
Comedy/Variety programs	20.1	20.5	87.0	87.4	19.0	23.3
Sports programs	4.7	4.1	100.0	85.0	6.1	4.3
Daytime drama	1.9	1.6	83.3	93.3	1.2	1.3
Movies	10.9	10.3	91.4	88.9	12.3	11.6
Game/Audience participation programs	4.4	7.2	92.9	81.2	4.1	6.8
Talk shows	2.6	2.7	80.0	80.8	2.9	1.9
A.M. shows	1.3	1.7	83.3	75.0	.9	1.1
Documentaries	2.3	2.1	90.9	70.0	1.4	2.9
Education programs	.6	1.2	66.7	83.3	.6	.8
Music programs	.7	.9	71.4	100.0	1.0	1.0
Exercise programs	-	-	-	-	-	-
Specials	1.9	.4	88.9	100.0	1.8	.7
Religion programs	.3	.4	66.7	75.0	.3	.6
Totals	100.0	100.0	91.7*	87.4	100.0	100.0

*Overall completion rate for total number of all program mentions

TABLE XXXV

Comparisons of Viewing Behavior
Consumer Economics: 1st and 2nd Viewing Logs
Fall, 1973-74

Fall, 1973-74 TV Student Household Viewing Habits Summarized

Because the data within it reference much of the concluding discussion, Table XXXVI is presented at the beginning of this summary. It illustrates both by program category and by course enrollment the differences in viewing behavior of the fall, 1973-74 sample households between the first and second weeks of viewing log maintenance.

Program Category		% of Program Mentions		% of Program Completions		% of Viewing Instances	
		1st wk	2nd wk	1st wk	2nd wk	1st wk	2nd wk
TV Course	Psychology	3.5	3.9	98.2	100.0	3.1	4.1
	Art	6.2	5.0	90.8	97.1	4.4	3.3
	Economics	6.5	3.3	100.0	100.0	4.9	2.1
News	Psychology	10.8	11.4	84.6	97.2	10.0	10.4
	Art	10.0	10.3	98.6	89.4	10.5	9.9
	Economics	13.0	17.5	98.4	90.5	13.7	15.7
Childrens' Programs	Psychology	14.8	11.5	83.8	88.2	16.9	12.4
	Art	14.7	9.7	84.4	93.3	14.4	9.0
	Economics	12.8	10.8	82.1	87.6	11.8	9.7
Drama Series	Psychology	10.8	11.5	85.1	89.1	12.1	12.6
	Art	15.4	13.9	88.5	81.3	17.5	15.7
	Economics	16.0	15.2	100.0	87.8	18.0	16.2
Comedy/Variety	Psychology	20.7	17.3	83.5	95.0	21.0	19.9
	Art	21.2	19.4	85.3	92.2	22.0	20.1
	Economics	20.1	20.5	87.0	87.4	19.0	23.3
Sports	Psychology	5.8	4.0	72.0	87.8	4.7	5.9
	Art	4.8	6.6	83.7	87.9	4.8	5.8
	Economics	4.7	4.1	100.0	85.0	6.1	4.3
Daytime Drama	Psychology	6.9	10.9	99.1	92.0	5.4	8.1
	Art	3.6	5.9	87.5	90.1	2.8	4.6
	Economics	1.9	1.6	83.3	93.3	1.2	1.3
Movies	Psychology	8.8	8.2	67.2	74.1	8.2	7.6
	Art	9.3	10.5	80.3	84.4	9.8	11.5
	Economics	10.9	10.3	91.4	88.9	12.3	11.6
Game/Audience Participation Programs	Psychology	5.6	10.2	86.6	80.0	5.1	9.2
	Art	6.4	6.2	92.6	82.5	5.9	7.2
	Economics	4.4	7.2	92.9	81.2	4.1	6.8
Talk Shows	Psychology	2.4	2.6	71.8	77.8	2.2	2.1
	Art	.9	1.8	94.1	80.0	.8	1.4
	Economics	2.6	2.7	80.0	80.8	2.9	1.9
A.M. Shows	Psychology	2.9	3.5	43.5	52.8	2.0	2.7
	Art	2.3	2.3	75.6	71.8	1.7	1.6
	Economics	1.3	1.7	83.3	75.0	.9	1.1

Table XXXVI is continued on next page.

Program Category		% of Program Mentions		% of Program Completions		% of Program Instances	
		1st wk	2nd wk	1st wk	2nd wk	1st wk	2nd wk
Documentaries	Psychology	2.1	2.6	88.2	64.7	3.0	2.0
	Art	1.0	3.0	89.5	87.8	1.0	3.6
	Economics	2.3	2.1	90.9	70.0	1.4	2.9
Education	Psychology	2.1	.6	73.3	83.0	1.7	.5
	Art	1.7	.9	81.3	100.0	1.1	.7
	Economics	.6	1.2	66.7	83.3	.6	.8
Music Programs	Psychology	.6	.4	90.0	100.0	.5	.4
	Art	.4	1.0	62.5	100.0	.7	1.2
	Economics	.7	.9	71.4	100.0	1.0	1.0
Exercise	Psychology	.6	.9	90.0	100.0	.4	.5
	Art	.3	.3	100.0	100.0	.3	.3
	Economics	-	-	-	-	-	-
Specials	Psychology	2.3	1.5	97.3	93.8	3.6	1.6
	Art	1.5	2.9	85.7	77.5	1.9	3.8
	Economics	1.9	.4	88.9	100.0	1.8	.7
Religion Programs	Psychology	.1	-	100.0	-	.1	-
	Art	.3	.3	66.7	100.0	.4	.3
	Economics	.3	.4	66.7	75.0	.3	.6
Totals	Psychology	100.0	100.0	73.6*	86.7	100.0	100.0
	Art	100.0	100.0	86.1	87.9	100.0	100.0
	Economics	100.0	100.0	91.7	87.4	100.0	100.0

*Overall completion rate for total number of all program mentions

TABLE XXXVI

First and Second Viewing Logs
Viewing Preferences of All TV Student Households
Compared by TV Student Course Enrollment
Fall, 1973-74

Television Viewing Behavior: TV Courses

As Table XXXVI makes clear, the only factor of television course viewing toward which all three samplings displayed similar behavior was that of program completion rates. During both weeks of viewing log maintenance, lessons

in all participating households were watched to or near completion. A look at course viewing behavior with regard to frequency of lessons and size of audience shows a varience among both the sample populations and between the first and second weeks.

Lessons were watched half as often the second week of the viewing log in households of consumer economics students. Lesson viewing was also less frequent for families of art students, although their decline in frequency was not as great. Sample households of psychology students viewed more lessons in proportion to other kinds of programming during the second week, but fewer lessons compared to the first week's log. This contrast to the other two household groupings is consistent with regard to audience size: More people in psychology student households watched lessons the second week. In households of both art and consumer economics students, audience size declined at a rate commensurate with that in lesson viewing.

Since we know that the rate of completion for fall, 1973-74 TV psychology students (34.8 percent of those who registered) was lower than that of the other two courses (44.9 for art students; 58.1 percent for those registered in consumer economics), it is interesting to note that the course-viewing behavior of the sample TV student households is not indicative in a way one might expect. That is, lesson viewing in the sample households of psychology students fell less than that in the other households during the second week of viewing log maintenance and yet the completion rate for psychology students overall was the lowest for any of the courses. Conversely, households of art and consumer economics students watched fewer lessons during the second week and both of these courses reflected an overall completion rate considerably higher than that for psychology.

Television Viewing Behavior: All Program Categories

While an increased program completion rate with regard to television lessons was consistent with an overall increase for households of psychology and art students, the unchanged completion rate for lesson viewing in consumer economics sample households did not reflect that grouping's overall completion rate. The frequency here fell from 91.7 percent the first week to 87.4 percent the second week.

The viewing behavior of sample consumer economics households differs from that of the others in the factor of audience size as well as program completion. As noted earlier, households of consumer economics students had an increase in viewing instances in the second week of 10.5 percent. The two other household groupings reflected a decrease in audience size: art student households' number of viewing instances was 15.5 percent less than that of the first week, and that of psychology students decreased by 35.8 percent.

Frequency of program mentions is a third area in which the viewing behavior of consumer economics households contrasts with that of the other household groupings. The former watched virtually the same number of programs both weeks, whereas households of psychology students recorded an average of 33.3 programs per family the second week--contrasted with 52.1 the first week. Sample households of art students also showed a decline the second week: an average of 36.4 programs per family compared with the first week's average of 50.1

The data show, then, that sample households of consumer economics were the only grouping in which the same number of programs were watched by more people (although the programs were watched to completion less often) the second week than during the first.

Table XXXVII provides the answer in summary form to the question: Did viewing changes occur within the major categories between the first and second weeks of log maintenance? Both the frequency of program mentions and the number of viewing instances (calculated by category) are shown on the form of a range, expressing the lowest and highest occurance indicated by all household groupings.

Categories	Percentage of Program Mentions		Percentage of Viewing Instances	
	1st wk	2nd wk	1st wk	2nd wk
	Range		Range	
Comedy/Variety	20.1 - 21.2	17.3 - 20.5	19.0 - 22.0	19.9 - 23.3
Drama	10.8 - 16.0	11.5 - 15.2	12.1 - 18.0	12.6 - 16.2
Childrens' Programs	12.8 - 14.8	9.7 - 11.5	11.8 - 16.9	9.0 - 12.4
News	10.0 - 13.0	10.3 - 17.5	10.0 - 13.7	9.9 - 15.7
Movies	8.1 - 10.9	8.2 - 10.5	8.2 - 12.3	7.6 - 11.6
Combined Categories	61.8 - 75.9	57.0 - 75.2	61.1 - 82.9	59.0 - 79.2

TABLE XXXVII

Viewing Preferences by Category of All Sample Households
First and Second Week Viewing Logs
Fall, 1973-74

While changes within did occur, as Table XXXVI shows (e.g., fewer people were watching fewer childrens' programs and more people were watching more news programs during the second week), the range of the combined major categories shows that people in all the sample households continued to prefer the same kinds of programs. The table does indicate that while programming which constituted major viewing categories remained relatively unchanged, slightly less people were watching.

Table XXXVIII compares the ratio of viewers to programs by category and by TV student household populations between the first and second weeks of viewing log maintenance.

Program Category	Psychology TV Student Households		Art TV Student Households		Consumer Economics TV Student Households	
	1st wk	2nd wk	1st wk	2nd wk	1st wk	2nd wk
TV Course	1.4	1.7	1.3	1.4	1.2	1.2
News programs	1.5	1.4	2.0	2.1	1.7	1.6
Childrens' programs	1.8	1.7	1.8	2.0	1.5	1.6
Dramatic series	1.8	1.7	2.1	3.4	1.8	1.9
Comedy/Variety programs	1.6	1.8	1.9	2.3	1.5	2.0
Sports programs	1.3	2.3	1.9	1.9	2.1	1.9
Daytime drama	1.2	1.2	1.4	1.7	1.1	1.5
Movies	1.6	1.5	2.0	2.4	2.1	2.0
Game/Audience participation programs	1.4	1.4	1.7	2.5	1.5	1.7
Talk shows	1.5	1.3	1.8	1.8	1.8	1.3
A.M. shows	1.2	1.3	1.3	1.5	1.2	1.2
Documentaries	2.2	1.9	1.9	2.6	1.0	2.1
Education programs	1.4	1.3	1.2	1.8	1.0	1.1
Music programs	1.4	1.8	3.3	2.6	2.3	2.0
Exercise programs	1.0	1.0	2.0	2.0	-	-
Specials	2.5	1.7	2.5	2.9	1.6	3.0
Religion programs	1.5	-	2.2	3.2	1.3	2.8
All Categories	1.6	1.6	1.9	2.2	1.6	1.8

TABLE XXXVIII

Ratio of Viewers to Programs by Category
and by TV Student Sample Populations
First and Second Viewing Logs
Fall, 1973-74

Although analysis of data on fluctuations of viewing on a day-to-day basis, of weekends versus weekdays, or indeed of the viewer attention commanded by the several television stations which were identified is not within the scope of this report, it is appropriate to organize the foregoing data in one additional form. Table XXXIX illustrates the television viewing

habits of fall sample households from the perspective of time periods throughout the viewing day. As the distribution of viewing frequency shows, over half the TV viewing in all households for both weeks of viewing log maintenance took place after 6 p.m., the heaviest concentration being between the hours of 6 p.m. and 9 p.m.

Time Periods	Psychology %	Art %	Consumer Economics %
6:00 - 8:59 a.m.			
1st week	12.3	11.7	12.6
2nd week	10.1	8.0	10.1
9:00 - 11:59 a.m.			
1st week	9.6	9.5	5.5
2nd week	10.6	13.1	9.8
12:00 - 2:59 p.m.			
1st week	8.7	8.6	6.4
2nd week	12.4	11.0	6.1
3:00 - 5:59 p.m.			
1st week	17.1	19.1	16.1
2nd week	15.5	16.0	14.6
6:00 - 8:59 p.m.			
1st week	30.3	29.7	35.7
2nd week	29.0	30.6	34.7
9:00 - 11:59 p.m.			
1st week	22.0	21.4	23.7
2nd week	22.4	21.3	24.7

TABLE XXXIX

Distribution of Program Viewing Throughout Viewing Day
by TV Student Sample Populations
First and Second Viewing Logs
Fall, 1973-74

Perhaps it could be said that this table, the last in a series which have presented information on the viewing behavior of 93 sample households, is evidential of the phrase, "prime time."

SPRING, 1973-74 TV STUDENT HOUSEHOLD VIEWING HABITS

The procedure for analyzing data on the television viewing behavior of spring, 1973-74 sample households is the same as that used for the fall semester. Information gathered from the first week of viewing log maintenance is presented by course and on a comparative basis where appropriate. Data from the second week are treated in the same manner--with the inclusion of corresponding information from the first week.

An exception is the treatment of data concerning the course, *Family Risk Management*. Since the sample number of households obtained is only seven, we have followed the procedure of calculating the percentage of program mentions, completions, etc., but make no attempt to compare these findings with those pertinent to other spring TV courses.

Once again, the relevant total figures (in table form) preface discussions of television viewing habits by course groupings; percentages only are used in subsequent tables referenced by these totals.

1. Anthropology: First Viewing Log

First Viewing Log	Number
TV Student Household Sample Size	30
Total Number of Program Mentions	1,506
Total Number of Program Completions	1,451
Total Number of Viewing Instances	2.602

TABLE XXXX

First Week Household Viewing Data:
Anthropology Students
Spring, 1973-74

Table XXXXI shows the distribution of program mentions and completions by category, as well as the percentage of viewing instances each category commanded during the first week of viewing log maintenance.

Category	% of Program Mentions	% of Program Completions	% of Viewing Instances
Anthropology course: *Dimensions in Cultures*	4.4	98.4	3.4
News programs	12.1	100.0	10.4
Childrens' programs	15.6	93.6	14.1
Dramatic series	16.5	100.0	19.6
Comedy/Variety programs	19.9	99.0	23.0
Sports programs	2.6	82.5	2.9
Daytime drama	2.2	96.9	1.4
Movies	8.8	100.0	9.0
Game/Audience participation programs	5.4	98.8	4.5
Talk shows	2.1	93.5	1.7
A.M. shows	1.5	95.4	1.0
Documentaries	2.4	97.2	2.8
Education programs	3.4	100.0	2.6
Music programs	1.4	100.0	1.8
Exercise programs	-	-	-
Specials	1.5	91.3	1.6
Religion programs	.2	100.0	.2
Totals	100.0	96.3*	100.0

*Overall completion rate for total number of all program mentions

TABLE XXXXI

Viewing Preferences of TV Student Households
Anthropology: 1st Viewing Log
Spring, 1973-74

The average number of programs watched in the 30 households of TV anthropology students was 50.2. And, as the above table indicates, programs seen in these households were viewed to completion more than nine in ten instances.

2. *Freehand Sketching:* First Viewing Log

First Viewing Log	Number
TV Student Household Sample Size	45
Total Number of Program Mentions	2,290
Total Number of Program Completions	2.231
Total Number of Viewing Instances	4,246

TABLE XXXXII

First Week Household Viewing Data:
Freehand Sketching Students
Spring, 1973-74

Table XXXXIII provides information on the viewing behavior of sample households of art students. This grouping had a program viewing average of 50.9 programs per family.

Category	% of Program Mentions	% of Program Completions	% of Viewing Instances
Art course: *Freehand Sketching*	4.5	98.0	4.6
News programs	14.7	99.1	13.1
Childrens' programs	12.4	98.9	13.0
Dramatic series	12.4	98.9	12.9
Comedy/Variety programs	18.8	92.0	23.1
Sports programs	2.3	100.0	2.0
Daytime drama	4.1	95.7	2.4
Movies	9.1	100.0	9.4
Game/Audience participation programs	7.3	99.4	6.1
Talk shows	2.5	98.2	1.9
A.M. shows	2.0	100.0	1.8
Documentaries	3.5	91.1	4.1
Education programs	4.1	100.0	3.4
Music programs	.4	100.0	.4
Exercise programs	.6	100.0	.5
Specials	1.1	96.1	1.1
Religion programs	.2	100.0	.2
Totals	100.0	97.4*	100.0

*Overall completion rate for total number of all program mentions

TABLE XXXXIII

Viewing Preferences of TV Student Households
Freehand Sketching: First Viewing Log
Spring, 1973-74

3. Physical Geography: First Viewing Log

First Viewing Log	Number
TV Student Household Sample Size	32
Total Number of Program Mentions	1,431
Total Number of Program Completions	1,337
Total Number of Viewing Instances	2,358

TABLE XXXXIV

First Week Household Viewing Data:
Physical Geography Students
Spring, 1973-74

Table XXXXV shows the distribution of program mentions, completions, and viewing instances each category received for the first week recorded in the log for sample households of geography students. The average number of programs per household was 44.7.

Category	% of Program Mentions	% of Program Completions	% of Viewing Instances
Course:			
Physical Geography	6.4	100.0	4.8
News programs	10.8	95.5	10.7
Childrens' programs	11.4	90.1	10.1
Dramatic series	13.9	88.5	16.2
Comedy/Variety programs	20.1	90.9	24.3
Sports programs	2.8	82.5	3.3
Daytime drama	6.8	97.9	4.4
Movies	9.9	93.0	11.3
Game/Audience participation programs	6.2	100.0	5.1
Talk shows	2.0	96.4	1.9
A.M. shows	1.2	96.3	1.2
Documentaries	2.0	96.4	2.2
Education programs	3.8	100.0	2.9
Music programs	.6	100.0	1.6
Exercise programs	.3	100.0	.2
Specials	.8	90.9	.7
Religion programs	.3	100.0	.3
Totals	100.0	93.4*	100.0

*Overall completion rate for total number of all program mentions

TABLE XXXXV

Viewing Preferences of TV Student Households
Physical Geography: First Viewing Log
Spring, 1973-74

4. *Family Risk Management*: First Viewing Log

First Viewing Log	Number
TV Student Household Sample Size	7
Total Number of Program Mentions	288
Total Number of Program Completions	280
Total Number of Viewing Instances	528

TABLE XXXXVI

First Week Household Viewing Data:
Family Risk Management Students
Spring, 1973-74

Table XXXXVII illustrates viewing behavior of *Family Risk Management* student households for the first week of log maintenance. The average number of programs viewed per family in this, the smallest household sampling (for both semesters), was 41.1.

Category	% of Program Mentions	% of Program Completions	% of Viewing Instances
Course:			
Family Risk Management	5.9	88.2	4.2
News programs	13.5	94.9	12.3
Childrens' programs	4.5	100.0	4.5
Dramatic series	12.5	97.2	14.9
Comedy/Variety programs	18.1	98.1	23.5
Sports programs	4.2	100.0	4.2
Daytime drama	4.2	100.0	2.3
Movies	15.3	95.5	15.9
Game/Audience participation programs	3.1	100.0	3.0
Talk shows	3.1	100.0	2.1
A.M. shows	.7	100.0	.4
Documentaries	3.5	100.0	4.7
Education programs	8.7	100.0	4.9
Music programs	.7	100.0	.8
Exercise programs	.3	100.0	.2
Specials	1.4	100.0	1.7
Religion programs	.3	100.0	.4
Totals	100.0	97.2*	100.0

*Overall completion rate for total number of all program mentions

TABLE XXXXVII

Viewing Preferences of TV Student Households
Family Risk Management: First Viewing Log
Spring, 1973-74

Spring Viewing Log Comparisons: First Week

Table XXXXVIII provides a comparison of the totals which reference much of the data discussed in this section of the report.

Households	Total Program Mentions	Total Program Completions		Total Viewing Instances	Sample Size of Households
	n	n	%	n	n
Anthropology	1,506	1,451	96.3	2,602	30
Freehand Sketching	2,290	2,231	97.4	4,246	45
Physical Geography	1,431	1,337	93.4	2,358	32
Family Risk Management	288	280	97.2	528	7

TABLE XXXXVIII

First Week Household Viewing Data:
All TV Student Sample Households
Spring, 1973-74

Table XXXXIX compares the average number of program viewings and completions per household, as well as the ratio of viewers to programs by category.

TV Student Households	Average Number of Program Viewings per Household	Average Number of Program Completions per Household	Average Number of Viewers per Program
Anthropology	50.2	42.7	1.7
Freehand Sketching	50.9	49.6	1.7
Physical Geography	44.7	44.6	1.5
Family Risk Management	41.1	40.0	1.7

TABLE XXXXIX

First Week Viewing Data:
Calculated by Household
Spring, 1973-74

As Tables XXXXVIII and XXXXIX show, households of *Freehand Sketching* students watched proportionately more programs than did those of any other household grouping; they also viewed near or to completion a higher percentage of programs. Anthropology student sample households averaged fewer program viewings than did those of art and geography students, yet their average rate of completion was second only to that for households of art students. The reverse situation existed with regard to households of geography students: The average number of programs viewed was only slightly lower than those for art student households, and the completion rate was below that of both art and anthropology sample households.

Households of geography students also had the lowest number of viewers per program (1.5); those of art and anthropology averaged the same number of viewers (1.7 per program). The size and composition of art student households, however, show them to be larger than any of the others--in overall size, in the number of children, and the number of adults. Family size and ratio of children to adults are the same for the households of geography and anthropology students.

Table L compares by course and by viewing category the percentage of program mentions, program completions, and viewing instances in order to make more clear the contrasts or similarities in viewer preferences during the first week's viewing log of the spring, 1973-74 sample households.

Program Category		% of Program Mentions	% of Program Completions	% of Viewing Instances
Course	Anthropology	4.4	98.4	3.4
	Sketching	4.5	98.0	4.6
	Geography	6.4	100.0	4.8
	Family Risk Mgt.	5.9	88.2	4.2
News	Anthropology	12.1	100.0	10.4
	Sketching	14.7	99.1	13.1
	Geography	10.8	95.5	10.7
	Family Risk Mgt.	13.5	94.9	12.3
Childrens' Programs	Anthropology	15.6	93.6	14.1
	Sketching	12.4	98.9	13.0
	Geography	11.4	90.1	10.1
	Family Risk Mgt.	4.5	100.0	4.5
Drama Series	Anthropology	16.5	100.0	19.6
	Sketching	12.4	98.9	12.9
	Geography	13.9	88.5	16.2
	Family Risk Mgt.	12.5	97.2	14.9
Comedy/ Variety	Anthropology	19.9	99.0	23.0
	Sketching	18.8	92.0	23.1
	Geography	20.1	90.9	24.3
	Family Risk Mgt.	18.1	98.1	23.5
Sports Programs	Anthropology	2.6	82.5	2.9
	Sketching	2.3	100.0	2.0
	Geography	2.8	82.5	3.3
	Family Risk Mgt.	4.2	100.0	4.2
Daytime Drama	Anthropology	2.2	96.9	1.4
	Sketching	4.1	95.7	2.4
	Geography	6.8	97.9	4.4
	Family Risk Mgt.	4.2	100.0	2.3
Movies	Anthropology	8.8	100.0	9.0
	Sketching	9.1	100.0	9.4
	Geography	9.9	93.0	11.3
	Family Risk Mgt.	15.3	95.5	15.9
Game/Audience Participation Programs	Anthropology	5.4	98.8	4.5
	Sketching	7.3	99.4	6.1
	Geography	6.2	100.0	5.1
	Family Risk Mgt.	3.1	100.0	3.0

Table L is continued on the next page.

Program Category		% of Program Mentions	% of Program Completions	% of Viewing Instances
Talk Shows	Anthropology	2.1	93.5	1.7
	Sketching	2.5	98.2	1.9
	Geography	2.0	96.4	1.7
	Family Risk Mgt.	3.1	100.0	2.1
A.M. Talk Shows	Anthropology	1.5	95.4	1.0
	Sketching	2.0	100.0	1.8
	Geography	1.9	96.3	1.2
	Family Risk Mgt.	.7	100.0	.4
Documentaries	Anthropology	2.4	97.2	2.8
	Sketching	3.5	91.1	4.1
	Geography	2.0	96.4	2.2
	Family Risk Mgt.	3.5	100.0	4.7
Education Programs	Anthropology	3.4	100.0	2.6
	Sketching	4.1	100.0	3.4
	Geography	3.8	100.0	2.9
	Family Risk Mgt.	8.7	100.0	4.9
Music Programs	Anthropology	1.4	100.0	1.8
	Sketching	.4	100.0	.4
	Geography	.6	100.0	.6
	Family Risk Mgt.	.7	100.0	.8
Exercise Programs	Anthropology	-	-	-
	Sketching	.6	100.0	.5
	Geography	.3	100.0	.2
	Family Risk Mgt.	.3	100.0	.2
Specials	Anthropology	1.5	91.3	1.6
	Sketching	1.1	96.1	1.1
	Geography	.8	90.0	.7
	Family Risk Mgt.	1.4	100.0	1.7
Religion Programs	Anthropology	.2	100.0	.2
	Sketching	.2	100.0	.2
	Geography	.3	100.0	.3
	Family Risk Mgt.	.3	100.0	.4
Course Totals	Anthropology	100.0	96.3*	100.0
	Sketching	100.0	97.4	100.0
	Geography	100.0	93.4	100.0
	Family Risk Mgt.	100.0	97.2	100.0

*Overall completion rate for total number of all program mentions

TABLE L

Viewing Preferences of All TV Student Households
Compared by TV Student Course Enrollment
Spring, 1973-74

Following the procedure established in the evaluation of TV student household viewing habits during the previous semester, we have again considered any viewing category which commanded ten percent or more of all program mentions and total viewing instances to be a major one. Table L shows that households of anthropology students had the highest viewing completion rates in three of the four major program categories, and those of geography students had the lowest percentage of viewing completions in all of the four major categories. The latter grouping's overall completion rate, i.e., with regard to all categories, was the lowest of any sample household's. Program completion rates for households of *Freehand Sketching* students were the highest overall, yet in the major categories, only news programming was watched to completion more often by this sampling.

A look at viewing behavior as measured by frequency of program mentions and percent of viewing instances does not show, within the major categories, any one household grouping to be consistently high or low in comparison with other household groupings.

Table LI demonstrates the range of program mentions and total viewing instances which constitute each of the "major" categories. It represents the viewing activity of all spring sample households except those of *Family Risk Management* students.

Major Program Categories	% of Program Mentions	% of Viewing Instances
Comedy/Variety	18.8 - 20.1	23.0 - 24.3
Drama Series	12.4 - 16.5	12.9 - 19.6
Childrens' Programs	11.4 - 15.6	10.1 - 14.1
News Programs	10.8 - 14.7	10.4 - 13.1
Combined Categories	53.5 - 66.9	56.4 - 71.1

TABLE LI

Viewing Preferences by Category of All Sample Households
First Week Viewing Log
Spring, 1973-74

In the sample households under consideration here--those of students enrolled in anthropology, art, and geography--televised lessons were available on the basis of two new lessons per week for anthropology and art, and three per week for geography. All were aired on KOCE, and geography was available on KABC, as well. Table L shows households of geography students to have cited the highest instance of lesson mentions (6.4%). The fact that the course was broadcast three times per week on two channels accounts for the higher frequency. Lesson viewing in households of anthropology and art students were recorded with virtually the same frequency: 4.4 and 4.5 percent respectively of all program mentions.

Households of geography students also cited the largest audience with regard to lesson viewing (4.8 percent of all viewing instances recorded in that sampling), and those of *Freehand Sketching* nearly the same: 4.6 percent. Sample households of anthropology students showed a slightly lower frequency of viewing instances (3.4%).

All three households showed a high rate of viewing completion with regard to the lessons: Sample households of anthropology students finished watching all or nearly all of the lessons 98.4 percent of the time, those of *Freehand Sketching* students did so 98 percent of the time, while geography student households indicated a 100 percent completion rate.

Table LII shows the ratio of viewers to programs by program category and by TV student sample populations. While the ratios differ among program categories for each of the samplings, the overall viewing ratio is the same for households of anthropology and art students. The latter group, however, averages a larger number of persons per household. And while the

households of anthropology and geography students average the same number of persons per household, those of geography students had a slightly lower ratio, overall, of viewers to programs.

Program Category	Anthropology TV Student Households	Sketching TV Student Households	Geography TV Student Households	Family Risk Mgt. TV Student Households
TV Course	1.4	1.9	1.3	1.3
News programs	1.5	1.7	1.6	1.7
Childrens' programs	1.6	2.0	1.5	1.8
Dramatic series	2.1	1.9	1.9	2.2
Comedy/Variety programs	2.0	2.3	2.0	2.4
Sports programs	1.9	1.6	2.0	2.4
Daytime drama	1.1	1.1	1.1	1.0
Movies	1.9	1.9	1.9	1.9
Game/Audience participation programs	1.5	1.5	1.4	1.8
Talk shows	1.5	1.4	1.5	1.2
A.M. shows	1.2	1.6	1.0	1.0
Documentaries	2.1	2.2	1.9	2.5
Education programs	1.3	1.5	1.3	1.0
Music programs	2.3	1.6	1.6	2.0
Exercise programs	-	1.6	1.0	1.0
Specials	1.9	1.8	1.5	2.3
Religion programs	1.7	2.3	1.4	2.0
All Categories	1.7	1.7	1.5	1.7

TABLE LII

Ratio of Viewers to Programs by Category
and by TV Student Sample Populations
First Viewing Log
Spring, 1973-74

SECOND WEEK OF VIEWING LOG MAINTENANCE

As with fall viewing data, information collected from the second week of the spring viewing logs is treated on a comparative basis in order that any changes between the first and second weeks may be made more readily apparent.

Whereas the fall, 1973-74 viewing log data were collected on the basis of the return of both logs, i.e., if a student did not complete a second week viewing record, that from the first week was not computed, the procedure for gathering data was altered during the spring semester. The information contained in all viewing logs sent us--for both weeks--was used. The fact that not all students who recorded viewing information for one week did so for a second time is reflected in the reduced sample size for each household grouping during the second week. Calculations regarding viewing behavior during the second week have thus been made--where appropriate--on the basis of the smaller sample size.

1. Anthropology: First and Second Weeks Compared

Viewing Log	First Week	Second Week
TV Student Household Sample Size	30	23
Total Number of Program Mentions	1,506	750
Total Number of Program Completions	1,451	738
Total Number of Viewing Instances	2,602	1,379

TABLE LIII

Comparison of Household Viewing Data:
First and Second Viewing Logs
Anthropology Students
Spring, 1973-74

After taking into consideration the smaller sample size (by 23.3%) for the second week, it is apparent that households of anthropology students watched fewer programs during the second phase of the viewing log. The average number of programs viewed per household fell from 50.2 during the first week to 32.6 the second week.

Table LIV compares the distribution of program mentions and completions by category for each of the weeks, as well as the contrasting percentages of viewing audience commanded by each category.

Program Category	% of Program Mentions		% of Program Completions		% of Viewing Instances	
	1st wk	2nd wk	1st wk	2nd wk	1st wk	2nd wk
Anthropology course: *Dimensions in Cultures*	4.4	3.7	98.4	96.4	3.4	2.6
News programs	12.1	17.2	100.0	100.0	10.4	17.5
Childrens' programs	15.6	9.0	93.6	100.0	14.1	7.1
Dramatic series	16.5	21.8	100.0	93.3	19.6	24.9
Comedy/Variety programs	19.9	12.5	99.0	98.9	23.0	15.2
Sports programs	2.6	2.9	82.5	100.0	2.9	3.0
Daytime drama	2.2	1.7	96.9	100.0	1.4	.9
Movies	8.8	13.0	100.0	96.9	9.0	13.7
Game/Audience participation programs	5.4	5.2	98.8	97.4	4.5	4.1
Talk shows	2.1	1.6	93.5	100.0	1.7	.9
A.M. shows	1.5	1.7	95.4	100.0	1.0	1.2
Documentaries	2.4	4.4	97.2	100.0	2.8	4.5
Education programs	3.4	2.5	100.0	100.0	2.6	1.6
Music programs	1.4	.2	100.0	100.0	1.8	.2
Exercise programs	-	-	-	-	-	-
Specials	1.5	2.5	91.8	100.0	1.6	2.5
Religion programs	.2	.1	100.0	100.0	.2	.1
Totals	100.0	100.0	96.3*	98.4	100.0	100.0

*Overall completion rate for total number of all program mentions

TABLE LIV

Comparison of Viewing Behavior
Anthropology: 1st and 2nd Viewing Logs
Spring, 1973-74

Viewing behavior with regard to television lessons in anthropology student households changed from the first to the second week. Forty-five and one-half percent fewer lessons were watched the second week of viewing log maintenance. Of the lessons viewed the second week, fewer were seen to or near completion.

While the completion rate for lesson viewing fell slightly during the second week, that for all the viewing categories rose--from 96.3 percent to 98.4 percent. Viewing behavior as determined by frequency of program mentions and viewing instances fluctuated between the first and second weeks. With regard to the "major" viewing categories, households of anthropology students watched considerably more news, dramatic fare, and movies, while viewing in the categories of childrens' programming and comedy/variety shows was down.

2. *Freehand Sketching:* First and Second Weeks Compared

Viewing Log	First Week	Second Week
TV Student Household Sample Size	45	37
Total Number of Program Mentions	2,290	1,609
Total Number of Program Completions	2,231	1.476
Total Number of Viewing Instances	4,246	3,109

TABLE LV

Comparison of Household Viewing Data:
First and Second Viewing Logs
Freehand Sketching Students
Spring, 1973-74

The sample size of households of *Freehand Sketching* students was 17.8 percent smaller the second week of the viewing log. Those which provided us with information about viewing behavior during the second week indicated a lesser amount of television--in terms of program mentions--was watched: The average number of programs watched per household fell from 50.9 the first week to 43.5 the second week.

Table LVI compares the distribution of program mentions, completions, and attendent audience size by category for each week of viewing log maintenance.

Program Category	% of Program Mentions		% of Program Completions		% of Viewing Instances	
	1st wk	2nd wk	1st wk	2nd wk	1st wk	2nd wk
Art course: *Freehand Sketching*	4.5	3.2	98.0	96.2	4.6	2.5
News programs	14.7	11.6	99.1	96.8	13.1	10.9
Childrens' programs	12.4	18.5	98.9	99.3	13.0	18.9
Dramatic series	12.4	14.0	98.9	97.8	12.9	14.9
Comedy/Variety programs	18.8	13.2	92.0	99.5	23.1	15.7
Sports programs	2.3	2.5	100.0	95.1	2.0	2.5
Daytime drama	4.1	4.1	95.7	98.5	2.4	2.4
Movies	9.1	9.7	100.0	100.0	9.4	11.6
Game/Audience participation programs	7.3	9.4	99.4	99.3	6.1	7.2
Talk shows	2.5	2.7	98.2	93.0	1.9	2.3
A.M. shows	2.0	2.5	100.0	80.5	1.8	1.8
Documentaries	3.5	3.7	91.1	98.3	4.1	4.3
Education programs	4.1	1.6	100.0	100.0	3.4	1.1
Music programs	.4	.4	100.0	100.0	.4	.4
Exercise programs	.6	.6	100.0	100.0	.5	.5
Specials	1.1	2.2	96.1	97.1	1.1	3.0
Religion programs	.2	.1	100.0	100.0	.2	.0
Totals	100.0	100.0	97.4*	97.9	100.0	100.0

*Overall completion rate for total number of all program mentions

TABLE LVI

Comparison of Viewing Behavior
Freehand Sketching: 1st and 2nd Viewing Logs
Spring, 1973-74

As indicated in the above table, fewer lessons were watched by fewer people during the second week of the viewing log. Of the lessons watched, slightly fewer were seen to or near completion.

The viewing completion rate for all categories was fractionally higher at the second week. The frequency of program mentions changed as well, but not enough so that the ranking of "major" viewing categories was altered.

3. Physical Geography: First and Second Weeks Compared

Viewing Log	First Week	Second Week
TV Student Household Sample Size	32	27
Total Number of Program Mentions	1,431	1,171
Total Number of Program Completions	1,337	1,165
Total Number of Viewing Instances	2,358	2,064

TABLE LVII

Comparison of Household Viewing Data
Physical Geography: 1st and 2nd Viewing Logs
Spring, 1973-74

Eighty-five percent of those who kept a viewing log for one week returned a second week log. As Table LVII shows, the viewing behavior of the 23 households of geography students during the second week included fewer program mentions. The average number of programs viewed per household dropped from 44.7 the first week to 43.4 the second week.

Table LVIII compares the distribution of program mentions and completions by category for each of the weeks, as well as the percentages of viewing instances commanded by each program category.

Program Category	% of Program Mentions		% of Program Completions		% of Viewing Instances	
	1st wk	2nd wk	1st wk	2nd wk	1st wk	2nd wk
TV Course: Physical Geography	6.4	3.8	100.0	100.0	4.8	3.0
News programs	10.8	8.4	95.5	97.0	10.7	7.3
Childrens' programs	11.4	14.3	90.1	98.8	10.1	13.1
Dramatic series	13.9	16.7	88.5	100.0	16.2	20.2
Comedy/Variety programs	20.1	16.1	90.0	97.9	24.3	17.4
Sports programs	2.8	2.6	82.5	100.0	3.3	2.8
Daytime drama	6.8	6.8	97.9	100.0	4.4	3.9
Movies	9.9	9.6	93.0	96.4	11.3	10.1
Game/Audience participation programs	6.2	9.0	100.0	99.0	5.1	8.4
Talk shows	2.0	2.3	96.4	96.3	1.7	3.4
A.M. shows	1.9	1.8	96.3	95.2	1.2	1.1
Documentaries	2.0	3.5	96.4	100.0	2.2	4.1
Education programs	3.8	1.8	100.0	100.0	2.9	1.2
Music programs	.6	.5	100.0	100.0	.6	.6
Exercise programs	.3	.6	100.0	100.0	.2	.3
Specials	.8	1.9	90.9	100.0	.7	2.5
Religion programs	.3	.3	100.0	100.0	.3	.6
Totals	100.0	100.0	93.4*	99.5	100.0	100.0

*Overall completion rate for total number of all program mentions

TABLE LVIII
Comparison of Viewing Behavior
Physical Geography: 1st and 2nd Viewing Logs
Spring, 1973-74

Although 44.8 percent fewer lessons were watched in households of geography students the second week, all lessons were still watched to or near completion.

The completion rate for all program categories rose during the second week: from 93.4 percent to 99.5. And, while the frequency of program mentions also changed during the second week, these changes were not enough to alter the ranking of the "major" program categories.

4. *Family Risk Management:* First and Second Weeks Compared

Viewing Log	First Week	Second Week
TV Student Household Sample Size	7	5
Total Number of Program Mentions	288	200
Total Number of Program Completions	280	194
Total Number of Viewing Instances	528	343

TABLE LIX

Comparison of Household Viewing Data
Family Risk Management: 1st and 2nd Viewing Logs
Spring, 1973-74

Because the sample size of *Family Risk Management* households is so small—for both weeks of viewing log maintenance--Tables LIX and LX are presented with no further elaboration.

Program Category	% of Program Mentions		% of Program Completions		% of Viewing Instances	
	1st wk	2nd wk	1st wk	2nd wk	1st wk	2nd wk
TV Course: *Family Risk Management*	5.9	3.0	88.2	100.0	4.2	2.6
News programs	13.5	16.0	94.9	87.5	12.3	114.9
Childrens' programs	4.5	3.0	100.0	100.0	4.5	3.2
Dramatic series	12.5	15.5	97.2	100.0	14.9	17.8
Comedy/Variety programs	18.1	5.0	98.1	100.0	23.5	6.7
Sports programs	4.2	2.5	100.0	100.0	4.2	2.6
Daytime drama	4.2	3.5	100.0	100.0	2.3	3.8
Movies	15.3	16.0	95.5	100.0	15.9	17.2
Game/Audience participation programs	3.1	6.0	100.0	100.0	3.0	5.2
Talk shows	3.1	3.5	100.0	100.0	2.1	2.6
A.M. shows	.7	4.5	100.0	100.0	.4	4.4
Documentaries	3.5	3.5	100.0	100.0	4.7	3.8
Education programs	8.7	13.0	100.0	92.3	4.9	9.6
Music programs	.7	1.0	100.0	100.0	.8	.9
Exercise programs	.3	.5	100.0	100.0	.2	.3
Specials	1.4	3.5	100.0	100.0	1.7	4.4
Religion programs	.3	-	100.0	100.0	.4	-
Totals	100.0	100.0	97.2*	97.0	100.0	100.0

*Overall completion rate for total number of all program mentions

TABLE LX

Comparison of Viewing Behavior
Family Risk Management: 1st and 2nd Viewing Logs
Spring, 1973-74

Spring, 1973-74 TV Student Household Viewing Habits Summarized

Following, again, the procedure established for fall, 1973-74 sample households, summary discussion is preceded by a table which illustrates, both by program category and by course enrollment, the differences in viewing behavior of spring, 1973-74 sample households between the first and second weeks of viewing log maintenance. Data from the *Family Risk Management* sample households, while presented in the preceding section, is not included in the summary table or discussion. Because of the small number of households which participated in keeping a viewing log, the information obtained cannot be reliably considered typical of television viewing behavior on the part of households which had a member enrolled in *Family Risk Management*.

Category		% of Program Mentions		% of Program Completions		% of Viewing Viewing	
		1st wk	2nd wk	1st wk	2nd wk	1st wk	2nd wk
TV Course	Anthropology	4.4	3.7	98.4	96.4	3.4	2.6
	Sketching	4.5	3.2	98.0	96.2	4.6	2.5
	Geography	6.4	3.8	100.0	100.0	4.8	3.0
News	Anthropology	12.1	17.2	100.0	100.0	10.4	17.5
	Sketching	14.7	11.6	99.1	96.8	13.1	10.9
	Geography	10.8	8.4	95.5	97.0	10.7	7.3
Childrens' programs	Anthropology	15.6	9.0	93.6	100.0	14.1	7.1
	Sketching	12.4	18.5	98.9	99.3	13.0	18.9
	Geography	11.4	14.3	90.1	98.8	10.1	13.1
Drama series	Anthropology	16.5	21.8	100.0	93.3	19.6	24.9
	Sketching	12.4	14.0	98.9	97.8	12.9	14.9
	Geography	13.9	16.7	88.5	100.0	16.2	20.2
Comedy/Variety	Anthropology	19.9	12.5	99.0	98.9	23.0	15.2
	Sketching	18.8	13.2	92.0	99.5	23.1	15.7
	Geography	20.1	16.1	90.9	97.9	24.3	17.4
Sports	Anthropology	2.6	2.9	82.5	100.0	2.9	3.0
	Sketching	2.3	2.5	100.0	95.1	2.0	2.5
	Geography	2.8	2.6	82.5	100.0	3.3	2.8
Daytime drama	Anthropology	2.2	1.7	96.9	100.0	1.4	.9
	Sketching	4.1	4.1	95.7	98.5	2.4	2.4
	Geography	6.8	6.8	97.9	100.0	4.4	3.9
Movies	Anthropology	8.8	13.0	100.0	96.9	9.0	13.7
	Sketching	9.1	9.7	100.0	100.0	9.4	11.6
	Geography	9.9	9.6	93.0	96.4	11.3	10.1
Game/Audience Participation Programs	Anthropology	5.4	5.2	98.8	97.4	4.5	4.1
	Sketching	7.3	9.4	99.4	99.3	6.1	7.2
	Geography	6.2	9.0	100.0	99.0	5.1	8.4
Talk shows	Anthropology	2.1	1.6	93.5	100.0	1.7	.9
	Sketching	2.5	2.7	98.2	93.0	1.9	2.3
	Geography	2.0	2.3	96.4	96.3	5.1	8.4
A.M. shows	Anthropology	1.5	1.7	95.4	100.0	1.0	1.2
	Sketching	2.0	2.5	100.0	80.5	1.8	1.8
	Geography	1.9	1.8	96.3	95.2	1.2	1.1

Table LXI is continued on the next page.

Category		% of Program Mentions		% of Program Completions		% of Viewing Instances	
		1st wk	2nd wk	1st wk	2nd wk	1st wk	2nd wk
Documentaries	Anthropology	2.4	4.4	97.2	100.0	2.8	4.5
	Sketching	3.5	3.7	91.1	98.3	4.1	4.3
	Geography	2.0	3.5	96.4	100.0	2.2	4.1
Education	Anthropology	3.4	2.5	100.0	100.0	2.6	1.6
	Sketching	4.1	1.6	100.0	100.0	3.4	1.1
	Geography	3.8	1.8	100.0	100.0	2.9	1.2
Music	Anthropology	1.4	.2	100.0	100.0	1.8	.2
	Sketching	.4	.4	100.0	100.0	.4	.4
	Geography	.6	.5	100.0	100.0	.6	.6
Exercise	Anthropology	-	-	-	-	-	-
	Sketching	.6	.6	100.0	100.0	.5	.5
	Geography	.3	.6	100.0	100.0	.2	.3
Specials	Anthropology	1.5	2.5	91.3	100.0	1.6	2.5
	Sketching	1.1	2.2	96.1	97.1	1.1	3.0
	Geography	.8	1.9	90.0	100.0	.7	2.5
Totals	Anthropology	100.0	100.0	96.3*	98.4	100.0	100.0
	Sketching	100.0	100.0	97.4	97.9	100.0	100.0
	Geography	100.0	100.0	93.4	99.5	100.0	100.0

*Overall completion rate for total number of all program mentions

TABLE LXI

First and Second Viewing Logs
Viewing Preferences of All TV Student Households
Compared by TV Student Course Enrollment
Spring, 1973-74

Television Viewing Behavior: TV Courses

Discussion of changes in viewing behavior during the second week--with regard to TV lessons and other categories as well--must be qualified by recognition that data on the latter week of log maintenance reflect the behavior of only those who kept a record for both weeks. We have, of course, no way of knowing later patterns of viewing behavior for those who kept a log for the first week only.

Table LXI shows that in all the household groupings, lesson viewing was less frequent the second week. Households of geography students--which watched more lessons than those of anthropology or sketching students during the first week--reflected the largest drop in lesson viewing: from 6.4 percent of all program mentions the first week to 3.8 percent the second week. It is perhaps significant that within TV course completion rates for spring, 1973-74, geography students was lowest: 29.9 percent. This can be compared to the completion rates for anthropology students (41.7 percent) and those enrolled in *Freehand Sketching* (44.6 percent).

Table LXI also indicates that fewer people in all households watched lessons during the second week of viewing log maintenance. With the exception of the geography student sample households, which reflected a lesson completion rate of 100 percent during both weeks, viewers indicated they watched lessons to or near completion slightly less often.

Television Viewing Behavior: All Categories

Viewing completion rates overall increased during the second week of log maintenance for each of the household groupings. (All had a viewing completion rate higher than 90 percent for the first week.)

While more programs were watched to completion during the second week, fewer programs overall were watched in each of the sample household groupings. In households of anthropology students, the average number of programs viewed declined 35.1 percent, from 50.2 programs the first week to 32.6 the second. In the other two household groupings, the decline was not as great: those of *Freehand Sketching* students watched 14.5 percent fewer (the average number of programs viewed per household fell from 50.9

the first week to 43.5 the second). Households of geography students had the smallest decrease in program viewing: nine percent.

Table LXII provides the answer, in summary form, to the question: Did viewing changes occur within the major categories between the first and second weeks of log maintenance? Both the frequency of program mentions and the number of viewing instances (calculated by category) are shown in the form of a range, expressing the lowest and highest proportion indicated by all household groupings under consideration.*

Categories	Percentage of Program Mentions		Percentage of Viewing Instances	
	1st wk	2nd wk	1st wk	2nd wk
	Range		Range	
Comedy/Variety	18.8 - 20.1	12.5 - 16.1	23.0 - 24.3	15.2 - 17.4
Drama	12.4 - 16.5	14.0 - 21.8	12.9 - 19.6	14.9 - 24.9
Childrens' Programs	11.4 - 15.6	9.0 - 18.5	10.1 - 14.1	7.1 - 18.9
News	10.8 - 14.7	8.4 - 17.2	10.4 - 13.1	7.3 - 17.5
Movies	8.8 - 9.9	9.6 - 13.0	9.0 - 11.3	10.1 - 13.7
Combined Categories	62.2 - 76.8	53.5 - 86.6	65.4 - 82.4	54.6 - 92.4

TABLE LXII

Viewing Preferences by Category of All Sample Households
First and Second Week Viewing Logs
Spring, 1973-74

Table LXII indicates that while there were fulctuations in viewing within major categories between the first and second weeks, they were not sufficient to alter the categories' ranking. A look at Table LXI, which gives data on viewing behavior of each household grouping, shows that with regard to the major viewing categories, behavior of anthropology student sample households differed from that of the others. In the category of news

*Data on sample households of *Family Risk Management* students is not included.

programming this sampling had a viewing increase of five percent during the second week. Households of art and geography students watched less news during the second week. In the area of childrens' programming, anthropology student households watched six percent less the second week, while viewing in this category rose in households of art and geography students.

In the programming categories of *Comedy/Variety* and *Dramatic* series--which, we found, were most likely to draw audiences of more varied ages--viewing on the part of all households was lighter and heavier respectively. Again, the behavior of anthropology student households is the more noticeable because this sampling shows the greatest decrease in the *Comedy/Variety* category and the greatest increase in that of *Dramatic* series.

While changes in program viewing did occur between the first and second weeks, then, the range of combined major categories (Table LXII) indicates that people in all the sample households continued to prefer the same kind of programming. The table does show that for the second week of viewing log maintenance, the range of viewing behavior in terms of both program mentions and viewing instances is broader for combined major categories. This seems to indicate that sample household viewing preferences were more similar in their focus on "major categories" during the first week. According to the range displayed for behavior the second week, the preferences were considerably more varied by comparison with both the first week and among household samplings (see Table LXI).

Table LXIII compares the ratio of viewers to programs by category and by TV student household populations between the first and second weeks of

viewing log maintenance. It shows that while viewing attendance varied among categories, there was an overall increase in viewing instances for all sample household groupings the second week.

Program Category	Anthropology TV Student Households		Sketching TV Student Households		Geography TV Student Households	
	1st wk	2nd wk	1st wk	2nd wk	1st wk	2nd wk
TV Course	1.4	1.3	1.9	1.5	1.3	1.4
News programs	1.5	1.9	1.7	1.8	1.6	1.5
Childrens' programs	1.6	1.4	2.0	2.0	1.5	1.6
Dramatic series	2.1	2.1	1.9	2.0	1.9	2.1
Comedy/Variety programs	2.0	2.2	2.3	2.3	2.0	1.9
Sports programs	1.9	1.7	1.6	1.9	2.0	1.9
Daytime drama	1.1	1.0	1.1	1.1	1.1	1.0
Movies	1.9	1.9	1.9	2.3	1.9	1.9
Game/Audience partitipation programs	1.5	1.4	1.5	1.5	1.4	1.6
Talk shows	1.5	1.1	1.4	1.6	1.5	2.6
A.M. shows	1.2	1.3	1.6	1.4	1.0	1.1
Documentaries	2.1	1.9	2.2	2.3	1.9	2.1
Education programs	1.3	1.2	1.5	1.3	1.3	1.2
Music programs	2.3	1.5	1.6	1.8	1.6	2.2
Exercise programs	-	-	1.6	1.7	1.0	1.0
Specials	1.9	1.8	1.8	2.7	1.5	2.4
Religion programs	1.7	1.1	2.3	1.0	1.4	1.5
All Categories	1.7	1.8	1.7	1.8	1.5	1.7

TABLE LXIII

Ratio of Viewers to Programs by Category
and by
TV Student Sample Populations
Spring, 1973-74

Concluding the discussion of television viewing behavior for spring sample TV student households is a table which illustrates this behavior from the perspective of time periods throughout the viewing day. It shows that during both weeks of log maintenance, the majority of television viewing took place from 6:00 p.m. on. Of the three sample household populations

under consideration here, that of *Freehand Sketching* students was the only one to show a decrease in viewing during so-called "prime time:" Their program preferences during the second week show that while TV viewing still peaked around 6:00 - 9:00 p.m., more took place during the overall viewing day. This is in contrast to both first week viewing distribution for the same sample population and the viewing behavior of anthropology and geography student households.

	Anthropology TV Sample Households	Sketching TV Sample Households	Geography TV Sample Households
	%	%	%
6:00 - 8:59 a.m.			
1st week	7.1	8.0	10.0
2nd week	4.9	9.7	9.3
9:00 - 11:59 a.m.			
1st week	11.6	9.1	11.7
2nd week	6.0	12.5	10.9
12:00 - 2:59 p.m.			
1st week	4.4	9.4	9.3
2nd week	4.9	11.7	10.7
3:00 - 5:59 p.m.			
1st week	19.9	20.5	18.1
2nd week	16.7	17.2	13.3
6:00 - 8:59 p.m.			
1st week	34.9	31.2	31.3
2nd week	39.1	28.5	34.4
9:00 - 11:59 p.m.			
1st week	22.1	21.8	19.6
2nd week	28.4	20.4	21.4

TABLE LXIV

Distribution of Program Viewing Throughout Viewing Day
by
TV Student Sample Populations
First and Second Viewing Logs
Spring, 1973-74

FALL, 1973-74 TV STUDENT HOUSEHOLD VIEWING HABITS VERSUS SPRING, 1973-74 TV STUDENT HOUSEHOLD VIEWING HABITS: COMPARISONS AND CONCLUSIONS.

Table LXV summarizes, from a quantitative viewpoint, the television viewing behavior of the TV student sample households for the 1973-74 academic year.

TV Student Households	Average Number of Program Viewings		Average Number of Program Completions				Average Audience per Program	
	1st wk	2nd wk	1st wk		2nd wk		1st wk	2nd wk
	n	n	n	%	n	%	n	n
Fall Semester, 1973-74								
Psychology	52.1	33.3	39.7	98.2	28.9	100.0	1.6	1.6
Art	50.5	36.4	42.4	90.8	32.0	97.1	1.9	2.2
Economics	40.0	40.2	36.6	100.0	35.1	100.0	1.6	1.8
Spring Semester, 1973-74								
Anthropology	50.2	32.6	48.4	98.4	32.1	96.4	1.7	1.8
Sketching	50.9	43.5	49.6	98.0	42.6	96.2	1.7	1.8
Geography	44.7	43.4	41.8	100.0	43.1	100.0	1.5	1.7
F.R.M.*	41.1	40.0	40.0	88.2	38.8	100.0	1.8	1.7

*Again, due to the small sample size, data on these households (*Family Risk Management*) are presented without elaboration.

TABLE LXV

Data on Viewing Habits of TV Student Sample Households
Fall, 1973-74 & Spring, 1973-74

The table makes readily apparent the similarity of viewing behavior among households of psychology and art students (fall semester) and those of anthropology and sketching students (spring semester) with respect to numbers of program viewings and numbers of those viewed to completion. These similarities in viewing behavior are also quite apparent between households of fall, consumer economics students and those of spring, geography students.

The fact that student sample households of psychology and art (fall semester), anthropology and sketching (spring semester) watched an average of 17 percent more television--in terms of program mentions--than do those of consumer economics and geography students does not, however, extend to their behavior with regard to viewing television lessons. All sample households of TV students reported watching fewer lessons the second week of viewing log maintenance, as Table LXVI makes clear.

TV Student Households	Sample Size		Total Number of Lsns. Viewed		Avg. Num. of Lessons Viewed per Household		Lesson Completion Rate		% of Decrease in Lsn. Viewing
	1st wk	2nd wk	1st wk	2nd wk	1st wk	2nd wk	1st wk	2nd wk	2nd wk
Fall Semester, 1973-74									
Psychology	31	31	57	39	1.8	1.3	98.2	100.0	31.5
Art	38	38	119	69	3.1	1.8	90.8	97.1	42.0
Economics	24	24	62	32	2.6	1.3	100.0	100.0	48.4
Spring Semester, 1973-74									
Anthropology	30	23	66	28	2.2	1.2	98.4	96.5	45.5
Sketching	45	37	103	51	2.3	1.4	98.0	96.2	39.1
Geography	32	27	92	44	2.9	1.6	100.0	100.0	44.8
F.R.M.*	7	5	17	6	2.4	1.2	88.2	100.0	50.0

Family Risk Management

TABLE LXVI

First and Second Week Lesson Viewing Behavior
All Sample Households
Fall, 1973-74 & Spring, 1973-74

As discussed earlier (page 26), two new psychology lessons were aired each week: new lessons in *History of Art* and *The Great Consumer Contest* were shown three times a week. All were aired on KOCE. *History of Art* was the only TV course offered on a VHF channel and *The Great Consumer Contest*

was available on KCET, the Los Angeles public station. The above table shows, on the basis of first week data, that of the TV courses offered during the fall, only the students enrolled in *History of Art* repeated lesson viewing and only to a small extent. Whether this was due to increased availability of the course or to some other factor is not known.

During the spring semester, all courses but that of physical geography were shown on the basis of two new lessons a week. Geography was aired three times per week and was shown, along with *Family Risk Management*, on a VHF station as well as on Channel 50. Students from all spring sample households excepting those of geography were found to have repeated their lesson viewing during the first week, and to a larger degree than did sample households of fall art students.

Another look at Table LXVI shows that all households, with the exception of those having a member enrolled in sketching and anthropology, were viewing more lessons to completion during the second week, even though the total number of lessons viewed was lower in all households when compared with that recorded for the first week. In sample households of sketching and anthropology students, the viewing completion rate dropped less than two percentage points. Throughout viewing log maintenance, all sample households watched to or near completion more than nine in every ten lessons viewed.

This information seems to indicate that the less television is watched, the greater the propensity to watch programs to or near completion, an observation reinforced by the overall program viewing completion pattern exhibited by the sample households. (See Table LXVII.)

TV Student Households	Total Number of Second Week Program Mentions:		Overall Program Completion Rate	
	% of Increase	% of Decrease	1st wk	2nd wk
Fall Semester, 1973-74				
Psychology	-	35.9	73.6	86.7
History of Art	-	28.0	86.1	87.9
Consumer Economics	.6	-	91.7	87.4
Spring Semester, 1973-74				
Anthropology	-	35.1	96.3	98.4
Freehand Sketching	-	14.5	97.4	97.9
Physical Geography	-	2.9	93.4	99.5
Family Risk Management	-	2.7	97.2	97.0

TABLE LXVII

Relationship Between Viewing Completion Rates and Decrease in Number of Program Mentions
Fall, 1973-74 & Spring, 1973-74 Sample Households

With regard to the categories which command the bulk of viewing attention--both in terms of program mentions and attendent audience--Table LXVIII compares viewing behavior of both semesters' samplings. While some trends are observable, e.g., during the fall, all sample households watched more news and less childrens' programming the second week and during spring, all sample households viewed more dramatic programs and less in the *Comedy/Variety* category, no radically altered viewing pattern emerges.

Sample Households	MAJOR VIEWING CATEGORIES					
	News %	Childrens' Programs %	Drama %	Comedy/ Variety %	Movies %	Combined Categories %
Fall Semester, 1973-74						
Psychology						
1st wk	10.8	14.8	10.8	20.7	8.8	65.2
2nd wk	11.4	11.5	11.5	17.3	8.2	59.9
Art						
1st wk	10.0	14.7	15.4	21.2	9.3	70.6
2nd wk	10.3	9.7	13.9	19.4	10.5	63.8
Economics						
1st wk	13.0	12.8	16.0	20.1	10.5	72.8
2nd wk	17.5	10.8	15.2	20.5	10.3	74.3
Spring Semester, 1973-74						
Anthropology						
1st wk	12.1	15.6	16.5	19.9	8.8	72.9
2nd wk	17.2	9.0	21.8	12.5	13.0	73.5
Sketching						
1st wk	14.7	12.4	12.4	18.8	9.1	67.4
2nd wk	11.6	18.5	14.0	13.2	9.7	67.0
Geography						
1st wk	10.8	11.4	13.9	20.1	9.9	74.5
2nd wk	8.4	14.3	16.7	16.1	9.6	65.1
F.R.M.*						
1st wk	13.5	4.5	12.5	18.1	15.3	63.9
2nd wk	16.0	3.0	15.5	5.0	16.0	55.5

Family Risk Management

TABLE LXVIII

Comparison of Major Viewing Categories
Fall, 1973-74 vs. Spring, 1973-74

Table LXVIII shows that all household samplings but those of fall, consumer economics and spring, anthropology students viewed fewer programs in the major categories during the second week. The rate of decrease varies from .6 percent in households of sketching students to 12.6 percent in those

of geography students. While we cannot attribute these fewer program mentions directly to changes in programming from the fall season to those of winter and early spring, we are aware that at the beginning of the year an undetermined number of programs--particularly in the categories of *Drama* and *Comedy/Variety*--were deleted or initiated.

Categories such as *Documentaries, Educational* programs, and *Specials* are characterized to a great extent by change in subject matter, time of broadcast, and frequency of offering. Because there is so little regularity in viewer access to these kinds of programs, we must assume the viewer preferences here are dependent on such factors as the particular content and time of the offering, and the extent to which they have been advertised in various media. (We did not inquire of the sample households the years of schooling achieved therein; thus, we cannot relate educational levels to program preferences.)

Table LXIX presents the viewing behavior of all sample households with regard to the categories of *Documentaries, Educational* programs and *Specials*. While it shows that all households within the spring sampling watched more programs in these categories during both weeks than did fall sample households, the difference must be qualified by the acknowledgement that there may, in fact, have been more programming of this nature available during the first half of 1974.

Sample Households	VIEWING CATEGORIES							
	Documentaries		Educational Programs		Specials		Combined Categories	
	1st week	2nd week	1st week	2nd week	1st week	2nd week	1st week	2nd week
Fall Semester, 1973-74								
Psychology	2.1	2.6	2.1	.6	2.3	1.5	6.5	4.7
History of Art	1.0	3.0	1.7	.9	1.5	2.9	4.2	6.8
Consumer Economics	2.3	2.7	.6	1.2	1.9	.4	4.8	3.7
Spring Semester, 1973-74								
Anthropology	2.4	4.4	3.4	2.5	1.5	2.5	7.3	9.4
Freehand Sketching	3.5	3.7	4.1	1.6	1.1	2.2	8.7	7.5
Physical Geography	2.0	3.5	3.8	1.8	.8	1.9	6.6	7.2
Family Risk Mgt.	3.5	3.5	8.7	13.0	1.4	3.5	13.6	20.0

TABLE LXIX

Viewing Behavior of Sample Households:
Documentaries, Educational Programming, Specials
Fall, 1973-74 & Spring, 1973-74

In concluding our study of the television viewing habits of households which had a member enrolled in a TV course through Coast Community College District during the 1973-74 academic year, we found the most widespread changes to be quantitative in nature. That is, all households excepting those of consumer economics students viewed fewer programs during the second week of viewing log maintenance. The decrease varied from insignificant to appreciable (Table LXVII). Excepting consumer economics households, all participants indicated that although they viewed fewer programs the second week, they completed viewing more of what they did see. Here, too, the change in viewing completion rates varied, and were not necessarily correlated to decreases in program mentions.

So far as changes in particular viewing categories are concerned, we have compared them on a first-week basis among households grouped by course enrollment, on a first- versus second-week basis, and between fall and spring semesters. While patterns emerged showing, for example, that five of the seven household groupings under consideration viewed more news during the second week of log maintenance and all viewed less in the area of *Comedy/Variety*, the attributable reasons are so diverse that we are confined to the observation that, while the degree of viewer preference did vary somewhat among household groupings, all households preferred to concentrate their viewing in the areas of *News*, *Childrens'* programs, *Dramatic* fare, *Comedy/Variety*, and *Movies*. These categories continued to be most frequently watched for both weeks of both the semesters during which viewing logs were kept.

APPENDIX 1

VIEWING LOG
LETTER OF INVITATION

BEST COPY AVAILABLE

Coast Community College district

1370 ADAMS AVENUE · COSTA MESA · CALIFORNIA 92626

NORMAN E. WATSON · CHANCELLOR

Dear Student:

As part of a program to evaluate the operation of KOCE Channel 50 and the effects of taking television courses on television viewing habits, we are inviting a number of students to participate in a television viewing log project. Each participating student will complete a week's log of all the television programs watched. The students will do this for one week during the early part of the current college semester and for an additional week after the semester has ended.

Completing the viewing logs will take a few minutes each day during each of the two weeks for which they are to be maintained. Those students participating will be paid $10 for their services in maintaining the log after the second one is completed.

We would like to invite you to join this project. If you would like to participate, please fill out the enclosed form and return it using the postage-paid envelope. Because we can work with only one hundred students, it is important to return the form immediately. Only the first one hundred who reply will be able to work with us.

Thank you, and good luck with your college program.

Best regards,

Richard W. Brightman

Richard W. Brightman
Director, Institutional Research
Coast Community College District

RWB/cay

Enclosures: 2

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APPENDIX 2

LETTER ACCOMPANYING
FIRST VIEWING LOG

Coast Community College district

1370 ADAMS AVENUE • COSTA MESA • CALIFORNIA 92626

NORMAN E. WATSON - CHANCELLOR

Dear Student:

Here is the first of the two television viewing logs that make up the viewing study that you are participating in. Please fill it out during one of the weeks most convenient for you between now and the middle of the semester. There is a space for you to write in the beginning date of the week in the upper left-hand corner of each page of the log.

Thank you for helping us with this study.

Sincerely,

Richard W. Brightman
Director, Institutional Research

RWB/cay
Enclosures

APPENDIX 3

LETTER ACCOMPANYING
SECOND VIEWING LOG

Coast Community College district

1370 ADAMS AVENUE • COSTA MESA • CALIFORNIA 92626

NORMAN E. WATSON - CHANCELLOR

Dear Student:

Here is the second of the two television viewing logs that make up the viewing study that you are participating in. Please fill it out during one of the weeks most convenient for you between now and the end of the semester. There is a space for you to write in the beginning date of the week in the upper left-hand corner of each page of the log.

We are also sending you two copies of an invoice that we need signed and returned to us in order to pay you the ten dollar honorarium for participating in the study.

Please sign both copies of the invoice and return them with the completed viewing log using the enclosed envelope.

Thank you again for helping us with this study.

Sincerely,

Richard W. Brightman
Director, Institutional Research
Coast Community College District

RWB/tlh
Enclosures

APPENDIX 4

VIEWING LOG INSTRUCTIONS
(ACCOMPANYING BOTH VIEWING LOGS)

INSTRUCTIONS

TELEVISION VIEWING LOG

For each day of the week, maintain a log of channels tuned to and programs viewed. Indicate, for all periods during which the main television set is turned on, what times it was on, that channel tuned to, the program being broadcast on that channel, and who viewed the program. Write in the number of adults, teenagers and children who watched all or most of each program. "A" for adult, "T" for teenager or "C" for child. Also check "Yes" if all or almost all of the program was viewed; "No" if set was turned off or channel changed before all or most of program was completed.

Make a new entry in the diary every time the channel is changed or every time a new program starts.

APPENDIX 5

DEMOGRAPHICS FORM ACCOMPANYING
FIRST VIEWING LOG

VIEWING LOG

General Questions

Before starting your diary, please answer the following questions.

1. How many T.V. sets in your household? _____

2. How many are in working order? _____

3. Do any show color programs in color? _____

4. How many members of your household are in each of the following groups, including yourself?

	Number		Number
Men: 18 and over	_____	Children: 6 through 11	_____
Women: 18 and over	_____	2 through 5	_____
Boys: 12 through 17	_____	Under 2	_____
Girls: 12 through 17	_____		

5. Do you subscribe to a community antenna service which brings T.V. signals into your home over cable?

☐ Yes
☐ No

6. Please check the T.V. stations that can be received in your home.

VHF		UHF	
Channel 2	_____	Channel 15	_____
Channel 3	_____	Channel 22	_____
Channel 4	_____	Channel 24	_____
Channel 5	_____	Channel 28	_____
Channel 6	_____	Channel 30	_____
Channel 7	_____	Channel 34	_____
Channel 8	_____	Channel 40	_____
Channel 9	_____	Channel 50	_____
Channel 10	_____	Channel 52	_____
Channel 11	_____		
Channel 12	_____		
Channel 13	_____		

7. Now, for statistical purposes only, please tell us a few facts about the man and the woman of the house.

	Age	Occupation	Weekly Number of hours at work
Man	_____	_____	_____
Woman	_____	_____	_____
Yourself*	_____	_____	_____

*Answer only if not either the man or the woman of the house.

APPENDIX 6

SAMPLE PAGE FROM
SEVEN-PAGE VIEWING LOG

UNIVERSITY OF CALIF.
LOS ANGELES

DEC 06 1974

CLEARINGHOUSE FOR
JUNIOR COLLEGE
INFORMATION

Television Viewing Log for
the Week of _____.

Day of Week _____

	Time	Station Call Letters	Program	How Many Watched? A	B	C	Was All or Most of Program Watched? Yes	No
AM	6:00-6:29							
	6:30-6:59							
	7:00-7:29							
	7:30-7:59							
	8:00-8:29							
	8:30-8:59							
	9:00-9:29							
	9:30-9:59							
	10:00-10:29							
	10:30-10:59							
	11:00-11:29							
	11:30-11:59							
	12:00-12:29							
	12:30-12:59							
	1:00-1:29							
	1:30-1:59							
	2:00-2:29							
	2:30-2:59							
	3:00-3:29							
	3:30-3:59							
	4:00-4:29							
	4:30-4:59							
	5:00-5:29							
PM	5:30-5:59							
	6:00-6:29							
	6:30-6:59							
	7:00-7:29							
	7:30-7:59							
	8:00-8:29							
	8:30-8:59							
	9:00-9:29							
	9:30-9:59							
	10:00-10:29							
	10:30-10:59							
	11:00-11:29							
	11:30-11:59							